JULY 7, 1958 THIRTY-FIVE CENTS

27TH YEAR

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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CBS, NBC get set to 'syndicate' fast news service Page 40

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DIRECT ROUTE

TO SALES IN KANSAS

NOW REPRESENTED BY BLAIR TELEVISION ASSOCIATES, INC.

KTVH

CBS channel 12

HUTCHINSON

HOWARD O. PETERSON, GENERAL MANAGER

FOR SALE:
$2,400,000,000.00

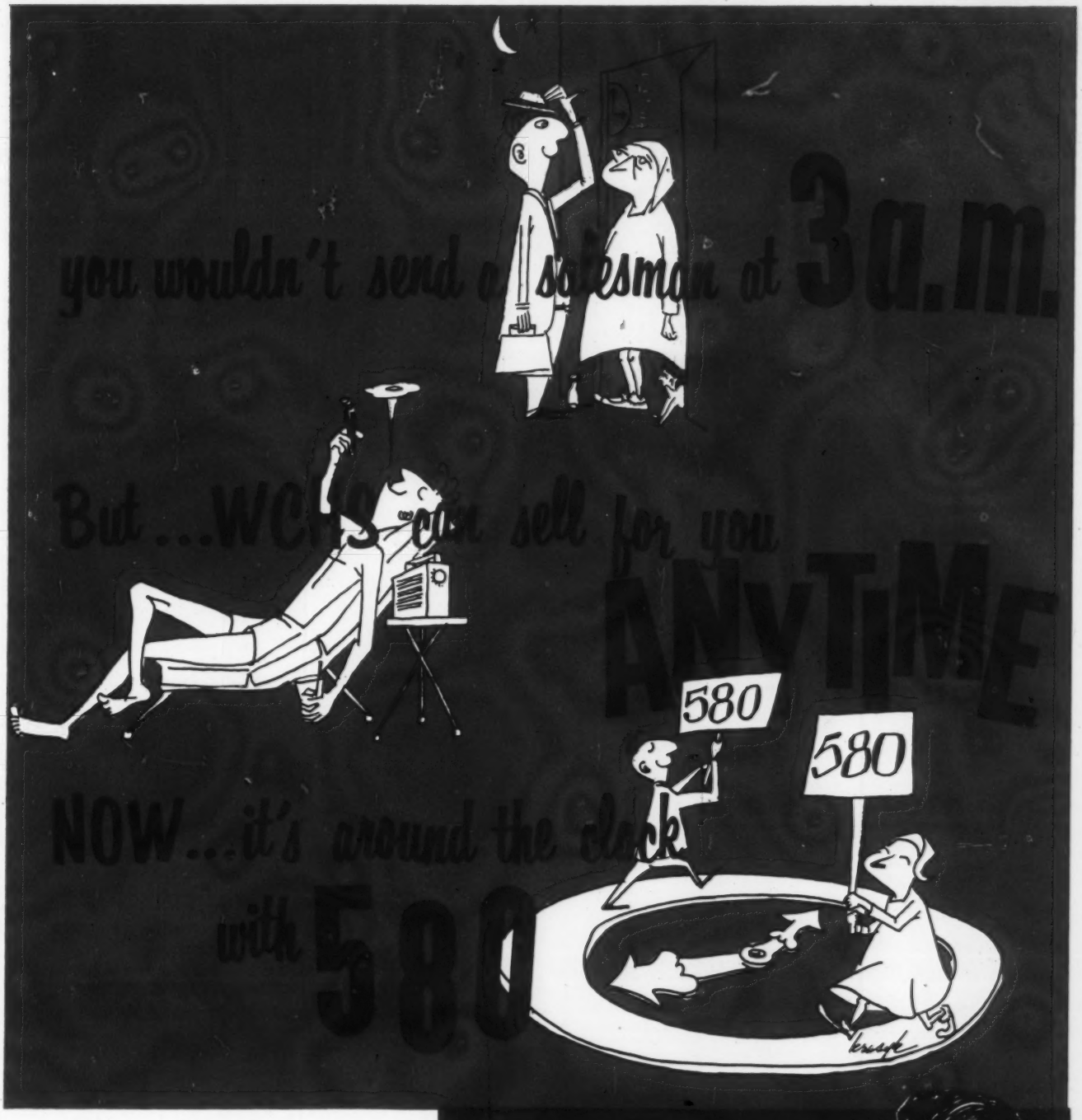
That's what the 2,217,000 people in Big Aggie Land spent in retail stores last year. You can buy your share of those sales by selling on WNAX-570 radio—the only medium in this vast, 175-county, farm-rich market that covers it all—sells it all for you.

Your Katz man handles the orders.

WNAX-570 CBS RADIO

YANKTON, SOUTH DAKOTA
Don D. Sullivan, General Manager
Nick Bolton, Commercial Manager

PEOPLES BROADCASTING CORPORATION



Dial 580

WCHS RADIO

CHARLESTON, W. VA.

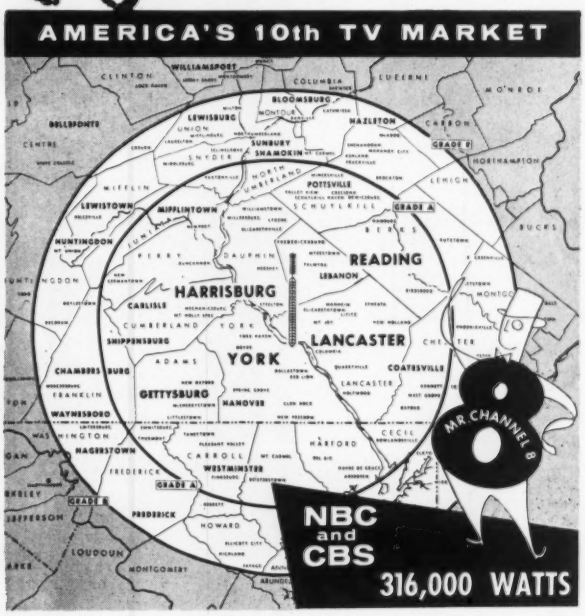
REPRESENTED BY THE BRANHAM CO.

GO...
"Through the Night"
with Hugh
McPherson
and his
Mynah Bird

Published every Monday, 53rd issue (Yearbook Number) published in September by Broadcasting Publications Inc., 1735 DeSales St., N. W., Washington 6, D. C. Entered as second class matter March 14, 1933 at Post Office, Washington, D. C., under act of March 3, 1879.

your advertising dollar produces more sales on WGAL-TV

And there's a reason. This pioneer station is foremost in the three standard metropolitan markets in its coverage area: Lancaster, Harrisburg, York, as well as in numerous other cities—Gettysburg, Hanover, Lebanon, Chambersburg, Carlisle, Lewistown, etc. In short, you find that WGAL-TV's multi-city coverage costs you less than buying single-city coverage. Put your advertising dollar to work producing *more*—on WGAL-TV.



wgal-tv

LANCASTER, PA.

NBC and CBS

STEINMAN STATION · Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco

closed circuit®

FIRST BIG ONE? • NTA Film Network, which has had tough sledding trying to sell its "big night" programming covering three hours of serials and feature films, primarily on Friday nights, starting this fall, understood to have reached agreement with Colgate-Palmolive Co. for "major" transaction. Contract expected to be signed shortly but full details unavailable as to exact amount of time bought, products to be advertised and agencies involved (C-P has several). Minimum of 115 stations reported involved in purchase.

•

Put down as one of owners of KIRO-AM-TV Seattle, Wash., Edward R. Murrow, CBS commentator and onetime member of CBS board. It came to light last week that Mr. Murrow bought 1,800 shares in Queen City Broadcasting Co., licensee of Seattle stations last March making him 0.71% stockholder. He bought them from Queen City board member Joseph E. Muckley, Seattle businessman (logging, transportation, banking) for $11.45 a share. This leaves Mr. Muckley with 400 shares (.156%).

•

KNAC-TV SALE • Sale of KNAC-TV Ft. Smith, Ark. (ch. 5), by Harry Pollock and Harry Newton Co. to Donald W. Reynolds, owner of KFSA-AM-FM-TV Ft. Smith (ch. 22) and other radio-tv and publishing properties, for $350,000 plus assumption of liabilities estimated at about same, has been agreed upon. Sale is subject to exercise of 30-day option by George T. Hernreich, formerly half-owner of station, to buy KNAC-TV for same price. KNAC-TV expansion program including maximum power and new studios would not be affected, nor would management change.

•

Barring unexpected, FCC Chairman John C. Doerfer will leave Sept. 12 for International Telecommunications Union conference at Geneva which begins Sept. 29. He is chairman of U. S. delegation. He probably will be abroad for six weeks to two months. During his absence, Comr. Rosel H. Hyde, senior member, will be acting FCC chairman.

•

PRIVATE LINE • Prospects are good that FCC shortly will issue proposed rulemaking looking toward giving television licensees in remote areas option of installing their own private line microwave relays or of leasing them from common carrier, such as AT&T. Under existing regulations, private relays are authorized only until common carrier facilities are available. Contention of licensees is that installation and maintenance of private lines are possible at fraction of common carrier cost.

•

New tv film distribution firm is being organized by Jack Wrather, already active in motion pictures, tv film production and station ownership. Company is in process of selecting top personnel with Walter Kingsley, general manager of syndication sales for Ziv Television Programs, slated to become vice president in charge of sales. Company holds distribution rights to Sergeant Preston of the Yukon *and plans to acquire other properties. Wrather organization controls KFMB-AM-TV San Diego and KERO-TV Bakersfield, and owns Disneyland Hotel and* The Lone Ranger.

•

BEAUTY PARLOR SPAT • Tv commercial for Max Factor's "Natural Wave" hair-curler has stirred indignation of National Hairdressers & Cosmetologists Assn., which has 50,000 members in beauty business. Hairdressers' group objects to claims for do-it-yourself hair-curler, described on NBC-TV Polly Bergen show May 31 as changing "structure of your hair from naturally straight to curly." NBC-TV silent but admits receiving complaint. Copy was prepared by Doyle Dane Bernbach agency, which has since been replaced by Kenyon & Eckhardt. It's understood complaint was made to NAB Tv Code Board.

•

NBC-TV seems to be the network most likely to bring comedy back to air next season with deal now about to be signed with Colgate-Palmolive Co., New York, for sponsorship of George Burns show (without Gracie Allen) Friday 9:30-10 p.m. Network also has Milton Berle and Ed Wynn returning to regular shows next season in addition to Steve Allen and Groucho Marx.

•

LETTER WRITERS • FCC public dockets, which usually are used by attorneys and others interested in status of pending cases, have been given going-over by swarms of newsmen since disclosure through activities of House Legislative Oversight Committee of alleged attempts to "influence" Commission actions. Recent headline in *Detroit News* read: "FCC Files Bulge with Pleas Sent by Congressmen." All communications addressed to Commission involving pending cases go into public file. Tip: "Personal" letters addressed to individual commissioners do not.

•

National Audience Board, with aid of group of psychologists, plans to conduct comprehensive survey of nation's television editors on question of pay tv vs. free tv. Questionnaire, now in developmental stage, probably will be dispatched about Sept. 1. Project is being underwritten by Peter Goelet, president and founder of National Audience Board.

LAWRENCE TUBE • Allen B. DuMont Labs will continue work on developing Lawrence one-gun color tube for incorporation in lower-priced color tv set. DuMont's tv tube is not affected by Emerson's acquisition of DuMont consumer products line (see story, page 74). DuMont is licensed via Chromatic Labs (Paramount Pictures owned) to develop tube, and it's understood, once prototype is workable in set design, DuMont would manufacture tubes.

•

Look for announcement shortly that Grant Tinker, tv account supervisor at McCann-Erickson, New York, will switch to Warwick & Legler, New York, as director of tv programming, newly created position. It is understood Mr. Tinker will be concerned principally with Revlon Inc. network programming.

•

MAN OF YEAR? • Quips about Bernard Goldfine are order of day. One applicable to broadcasting is that Goldfine should receive Broadcasters' Man of the Year Award because of service performed in diverting House Oversight Committee inquisition from FCC.

•

Comr. Craven was absent from FCC last week because of poison ivy outbreak, and therefore could not testify on his memorandum at windup of Senate Commerce Committee hearings last Tuesday (July 1). His memorandum, however, became one of focal points of discussion, and Commissioner therefore issued statement from his home explaining purpose of plan (see page 50).

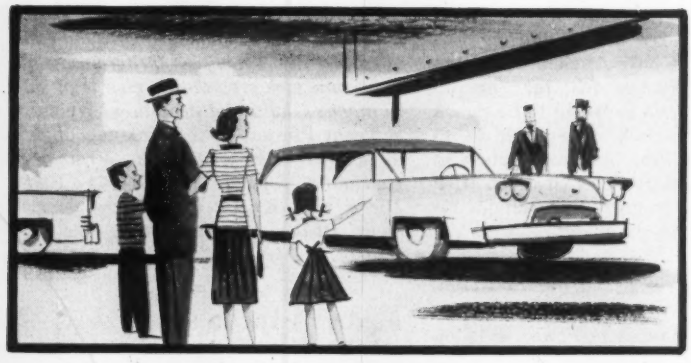
•

GET SHOW MOVING • There will be no lull in effort of FCC to formulate new tv allocations plan. FCC was told last week by Senate Commerce Committee to get busy. First informal approach to military on possible channel swap to provide minimum of 25 contiguous channels for tv is scheduled tomorrow (July 9) between Comr. T. A. M. Craven and high military brass. Latter group expected to include Paul Goldsborough, communications advisor to Secretary of Defense Neil McElroy. Craven proposal is part of overall FCC allocations study ordered three weeks ago (text, Craven Memorandum, GOVERNMENT, June 23).

•

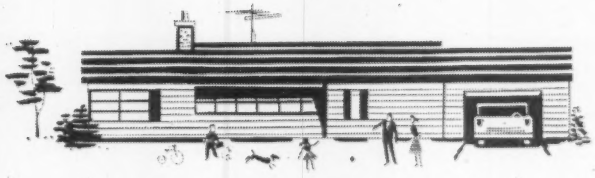
General Mills Inc., Minneapolis, in addition to buying sports programs preceding major sports events on NBC-TV expected to buy four quarter hours of daytime shows on one weekday on that network. Tatham-Laird, Chicago, is agency.

They buy as a family . . .



because they were sold as a family . . .

by their local Meredith station!



KANSAS CITY	KCMO	KCMO-TV	The Katz Agency
SYRACUSE	WHEN	WHEN-TV	The Katz Agency
PHOENIX	KPHO	KPHO-TV	The Katz Agency
OMAHA	WOW	WOW-TV	John Blair & Co. — Blair-TV
TULSA	KRMG		John Blair & Co.

Meredith Stations Are Affiliated With BETTER HOMES and GARDENS and SUCCESSFUL FARMING Magazines

THE WEEK IN BRIEF

The "Top 40" Radio Controversy—Vocal groups of independents claim NBC Spot Sales' timebuyer poll resulted from "loaded questions," call it a negative approach and point to their increased share of national business. Page **27.**

Backing the Dealer—Libbey-Owens-Ford's advertising chief reports on manufacturer's strong tie-ins for distributors. Page **32.**

FTDA Drops Grant—After 16-year association, florists' Telegraph Delivery Assn. cancels contract with Grant Adv. FTDA's investment of about $2.6 million in tv (more than 90% of the budget) is reported as a possible reason for the move. Page **32.**

50 Years and $75 Million Later—Compton Adv. celebrates its golden age this month. On books at half-century mark: two dozen clients and $75 million in billings. Page **37.**

Newsier News—Videotaping process opens up new vistas in network news operations as NBC news details "electronic syndication system" allowing affiliates to record and use network-originated newsfilm reports locally; CBS "shortly" will launch its own "cable program." Page **40.**

Unwanted—CBS News' Daniel K. Schorr, on home-leave from his permanent Moscow assignment, is refused return ticket to USSR by Soviets who give unexplained *nyet* to network's re-entry visa application, urge network to send "someone else." Dr. Frank Stanton and Secretary of State protest. Page **40.**

Tv Network Time Billing Still Rising—Gross up 10.5% in May, 13.3% for five-month period. January-May period totaled nearly $240 million, gain of over $28 million over same months a year ago. Page **42.**

Film Directors, Producers Shake—Agree on new contract after more than four months of meetings. Page **48.**

Urges More Vhf Room—Magnuson tells military and FCC to work toward more vhf space for broadcasters; announces Senate Commerce Committee will take up Potter resolution calling for investigation of all allocations. Page **50.**

More Comments on CATV—Broadcaster group suggests FCC ask for statutory authority to prevent unauthorized use of a tv station's signal. Others argue, pro and con, on CATV and boosters. Page **51.**

Harris Constituent Heard—FCC examiner rebuffs B. J. Parrish of KOTN Pine Bluff, Ark., in hearing at which latter aired "charges" against favored Pine Bluff grantee. Parrish testimony was stricken from record as unsupported, hearsay and conclusionary. Page **56.**

Network Editorials Cleared—FCC answers protests by Skiatron Electronics & Tv Corp., saying it sees no violation by networks in editorials on pay tv. Page **57.**

Rebelling Musicians Gain Point—Supreme Court dismisses appeal that sought to bar California court hearing on MGA's move against payments to AFM trust fund. Page **59.**

The Harris Spotlight—WHDH-AM-TV's Choate denies any role in demise of *Boston Post* as charged before subcommittee. Attorney Dempsey shouts from audience that witness Fox is a "liar." Outside hearing room, several bills are introduced affecting investigations and FCC. Page **60.**

The Eastman Stride—New representative firm officially opens with seven radio stations, plans further expansion. Page **66.**

DuMont Out of Set Making—Emerson Radio buys out Allen B. DuMont's consumer products division. DuMont sees cash inflow helpful in bolstering remaining business. Page **74.**

Setmakers See Business Lift—Admiral, Motorola and Zenith, all Chicago, are optimistic over prospects for set sales during the last half of 1958, though sales were down for first half. Page **74.**

Medical Group Agrees—AMA approves NAB move for voluntary screening of objectional ads, frowns on self-medication commercials. Page **80.**

Media Dollar Battle Stiffens—American Newspaper Publishers Assn.'s Bureau of Advertising announces "new selling program" to bring merits of newspaper advertising to "the people who make the media decisions." Intensified program of comparative media research, convention attendance, promotions and advertiser and agency solicitations planned. Page **81.**

The Current Situation in Tv—BROADCASTING's quarterly TELESTATUS reports on present and planned television stations with rates, representation and other helpful information for the timebuyer. Also: latest showsheets of network programming. Page **95.**

MR. RENFRO

Commercial Sound—Your jingle may sound "urban" to rural ears, warns Harry K. Renfro, radio-tv director, D'Arcy Adv., St. Louis. He tells how to snare the country customer in MONDAY MEMO. Page **105.**

DEPARTMENTS

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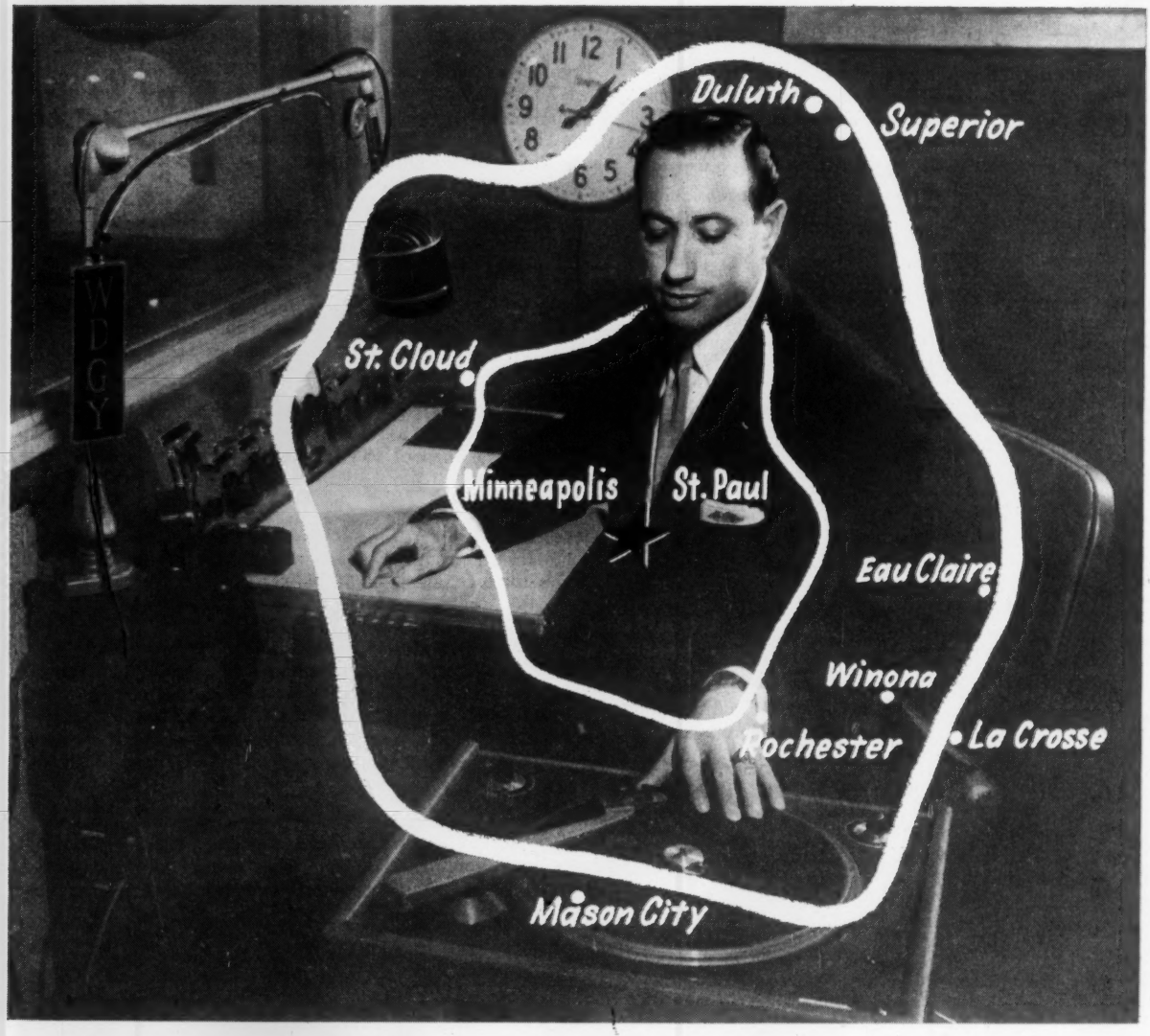
ABC AUDITED PAID CIRCULATION

ABP BUSINESS PAPER LEADERSHIP



The man of a thousand voices . . .

is another *one* of the 50,000 watt reasons why 50,000 watt WDGY is first morning . . . afternoon . . . and all day in Minneapolis-St. Paul with 28.2%*

50,000 watts are *fine* . . . and WDGY has them. But coverage alone doesn't get you audience. A 50,000 watt station needs 50,000 watt personalities, to match. Like Stanley Mack, here. Stanley's the man of a thousand voices . . . dialectician par excellence . . . legitimate stager . . . vaudevillian . . . radioactor (Sam Spade series) . . . and singer and drummer to boot. Stanley is typical of the sound and force which have made WDGY first morning, afternoon and all day on Hooper and first per Pulse, as well . . . and of the "response-ability" which is giving WDGY its biggest billings ever! For Twin Cities coverage, personality and audience . . . talk to the Blair man . . . or WDGY g. m. Jack Thayer.

**Hooper, May-June, 1958*

WDGY

the 50,000 watt station with the 50,000 watt personalities

MINNEAPOLIS-ST. PAUL

STORZ STATIONS

TODAY'S RADIO FOR TODAY'S SELLING

GEO. STORZ, PRESIDENT • HOME OFFICE: OMAHA, NEBRASKA

WDGY *Minneapolis St. Paul*
REPRESENTED BY JOHN BLAIR & CO.

WHB *Kansas City*
REPRESENTED BY JOHN BLAIR & CO.

WTIX *New Orleans*
REPRESENTED BY ADAM YOUNG INC.

WQAM *Miami*
REPRESENTED BY JOHN BLAIR & CO.

at deadline

FCC FROWNS AT NETWORK-STATION MOVES, BUT FINDS NO CAUSE FOR DISCIPLINING

FCC rapped knuckles of three tv networks—and two tv stations—told all not to do it anymore, and forgave.

In individual, lengthy and particularized letters sent Thursday (July 3) to ABC, CBS and NBC and to WMAL-TV Washington and KBTV (TV) Denver, FCC weighed allegations that network rules had been violated and found that although there was some substance, no clearcut violations appeared in most instances.

Purported violations showed up first in Barrow Report, issued last October following two-year investigation of networking by special study staff under Roscoe L. Barrow, U. of Cincinnati Law School dean. Commission wrote to all networks and stations apparently involved, collated and weighed answers.

Essence of Thursday's letters:

• ABC—No violation of tie-in between rate increases and program clearances. No harm in discussing these two items together, but rate increases must not be conditioned on further program clearances. No violation that network checked with affiliate in one community before affiliating with another station in neighboring area. In one instance here, Commission said, moving party was station, not network. Violation found in two instances where network tied in question of equalization of stations' spot rates with network rates. This alluded to WMAL-TV and KBTV. Both stations were told actions were infractions of network rules, but since network was moving force, stations not held culpable.

• CBS—No violation that it extracted promises of clearances in discussing affiliations with Hartford Telecasting Corp. (applicant for ch. 3 in Hartford, Conn.), WIS-TV Columbia, S. C., and WGAL-TV Lancaster, Pa., since no arrangements consummated. But, Commission said, discussions with Hartford Telecasting and WGAL-TV were contrary to intent of rule.

Evidence insufficient that (l) network tied program clearances to questions of rate increases in conversations with WBTV (TV) Charlotte, N. C.; WCSC-TV Charleston, S. C.; (2) that network discussed affiliation with stations in other markets with affiliates in nearby markets, involving KMTV Omaha, WNAC-TV Boston and WCCO Minneapolis; (3) that network checked with affiliate before offering program not desired by affiliate to another station in same market, involving WCAU-TV Philadelphia, WDTV (now KDKA-TV) Pittsburgh and KOTV (TV) Tulsa.

Insufficient evidence also found that network tied network rate increases to equalization of stations' spot rates in 11 instances —but activities contrary to purpose and intent of rule with respect to six stations and less clear but contrary with regard to five others. Commission said CBS Spot Sales had cooperated with CBS Network in trying to accomplish this.

• NBC—No infraction found that network tried to use promise of increase in network rates to prevent stations from carrying programs of other networks—but objected to interpretation of NBC that such move not contrary to regulations. No violation found that network checked with affiliate before affiliating with another station in nearby market—but found violation on part of Crosley Broadcasting Corp. threatening network on subject (this action already taken last May in letter to Crosley; GOVERNMENT, May 26). Found no violation that network tried to tie-in equalization of spot rates of affiliates with network rates.

Y&R, General Foods Go ABC-TV For $13.3 Million Daytime Buy

Young & Rubicam, for General Foods, has signed with ABC-TV for substantial blocks of daytime programming [CLOSED CIRCUIT, June 16]. Time costs for 40 quarter hours weekly is $13.3 million. General Foods is expected to take 20 quarter hours. Of budget, 60% is new money for tv, other 40% expected to come from casualties of some NBC-TV and CBS-TV shows.

Pact calls for "cooperative programming" between ABC-TV and Y & R. If ABC-TV comes up with show that Y & R disapproves, agency can veto and vice versa. At least 20 shows are being considered for daytime schedule which runs 11 a.m. to 3:30 p.m. Only show set at moment is Peter Lind Hayes and Mary Healy, 12-12:30 p.m. clock time, which probably will be on tape. Weekly production budget for each of five daily quarter hour strips reportedly will be $25,000.

Two other agencies, Sullivan, Stauffer, Colwell & Bayles and Dancer-Fitzgerald-Sample are said to be considering buys in ABC-TV daytime operation.

BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 32.

DR. PIERCE PRESCRIBING • Pierce's Proprietaries, Buffalo, for Dr. Pierce's Golden Medical Discovery (tonic) about to begin lining up availabilities for 10-week long radio drive to begin second week in October. Early morning radio is being sought by Emil Mogul Co., N. Y.

AT&T ON MUTUAL • In its first use of Mutual as advertising medium, AT&T, N. Y., has bought year-long campaign starting today (July 7), reported about $500,000 in billings. AT&T using 13 five-minute newscasts weekly, plus twenty-six 20-second adjacencies weekly, to advertise more economical after-6 p.m. Daily telephone calls plus weekend long-distance calls. Agency: N. W. Ayer & Son, Philadelphia.

TV SPOT FOR SCHICK • Eversharp Schick Razor, N. Y., planning tv spot schedule to break July 21 in about 40 markets using one minutes, Sunday through Saturday, in availabilities to reach male audience. Compton Adv., N. Y., is agency.

OKLA. OIL TO NL&B • Oklahoma Oil Co., Chicago, appoints Needham, Louis & Brorby, same city, to handle $1.4 million account. Company plans expansion into Indiana, Iowa and other states, becoming regional advertiser. Oklahoma allocates about 65% of budget for tv and 25% for radio. Joseph Builbeault, owner of Maryland Adv., reportedly resigned account because of conflict posed by directorship in parent Standard Oil Co. of New Jersey and Oklahoma's desire for "expanded agency service." Among firm's radio-tv properties: one-half sponsorship of Chicago White Sox-Cubs games on WGN-TV and one-quarter of Sox broadcast on WCFL there.

'Special Six' New ABC Film Entry

ABC Film Syndication's Proven Programs Div. is announcing today (July 7) availability of new "Special Six" package of J. Arthur Rank feature films. Included are "Hamlet," "The Cruel Sea," "The Lady Vanishes," "Hungry Hill," "Colonel Blimp," and "Rocking Horse Winner."

KVOA Tucson Sold: $156,750

KVOA Tucson, Ariz. (1290 kc, 1 kw), sold by Clinton D. McKinnon and associates to Sherwood R. Gordon for $156,750. Ch. 4 KVOA-TV not involved in transaction. Mr. Gordon also owns WSAI-AM-FM Cincinnati, KGUZ and KTYL-FM Mesa, Ariz., and WILD Birmingham, Ala. Mr. McKinnon owns KOAT-TV Albuquerque, N. M.

KCMO-TV Takes 'Em All

Associated Artists Productions has sold remainder of Warner Bros. library (for total of nearly 700 features) to KCMO-TV Kansas City. Though no price on this new sale to KCMO-TV was given Thursday by AAP, figure understood to be about $750,000 for this transaction alone. Full library is now sold in 43 markets.

at deadline

NEW SPORTS BILL THREAT TO BROADCASTS

Broadcasts of professional baseball games as well as hockey, basketball and football, face possible crippling or death in legislation exempting organized sports from antitrust laws. Senate Antitrust Subcommittee will open hearings July 9 under chairmanship of Sen. Estes Kefauver (D-Tenn.).

NAB, acting on board instructions [AT DEADLINE, June 23] has asked for chance to appear in opposition to bill. At stake are radio and tv coverage of major sports, inasmuch as bill would give commercial sports operators freedom to set up barriers keeping broadcasts out of areas within 75 miles of major or minor league cities.

Commercial sports projects involving many millions in advertising could be arbitrarily suppressed at pleasure of clubs, under provisions. Victor R. Hanson, Assistant Attorney General in charge of Antitrust Div. of Dept. of Justice, has sharply criticized proposed 75-mile broadcast barrier proposed by National Assn. of Professional Baseball Leagues.

In letter to Paul A. Porter, attorney for baseball commission, Mr. Hanson noted that under proposed rule each baseball club in major and minor leagues would agree not to telecast any of its games from station located outside its home territory and in home territory of any other league club on day such other club is to play home game. Home territory would be defined as 75-mile radius from ball park.

Mr. Hanson pointed out that similar rule adopted by majors in 1946 was repealed in 1951 at Dept. of Justice urging on ground it violated Sherman Act. He added 75-mile rule "might well preclude the American public from all chance to view on tv the bulk of professional baseball games."

Senate subcommittee hearing will open with list of big-name baseball players as favorable witnesses. Justice Dept. and Federal Trade Commission will testify. Hearings are expected to last about week. Only opponents to bill, besides NAB, are expected to be two federal agencies.

FCC to Consider New Ways To Use FM Multiplexing

Growing interest in commercial use of fm multiplexing (mx) sparked FCC action Thursday (July 3) calling for study of specialized services. Commission will decide, after reviewing comments, whether to take action broadening its rules to permit more types of service. Comments will be received up to Sept. 2.

Fm broadcasters have proposed such mx commercial services as price quotations, facsimile, stock market reports, paging services, baseball networking and traffic light control. Commission noted stereophonic broadcasting has been proposed both as improved aural service and as type of subsidiary communications "similar to that which may now be offered on a subscription basis."

Original change in FCC rules to permit commercial use of fm subcarriers was adopted March 16, 1955.

KQUE Albuquerque: $284,700

Radio station sale announced Friday, subject to usual FCC approval: KQUE Albuquerque, N. M., sold by W. N. Schnepp, Robert Williams and others to Dandy Broadcasting Corp. (WPEO Peoria, Ill.), for $284,700. Mr. Schnepp holds interest in KUSN St. Joseph, Mo. Mr. Williams will remain as sales manager of KQUE. Dandy stockholders are Kenneth R. Greenwood, Robert Chapin (both Peoria) and Lee Vaughn and Merritt Owens (both of Kansas City). Broker: Blackburn & Co.

$3,636,750 in Sales Approved

Among station sales approved by FCC, announced Friday:

• KFMB-AM-TV San Diego, Calif.; KERO-TV Bakersfield, Calif.; KYAT (TV) Yuma, Ariz.—Control transferred from J. D. Wrather Jr., Maria Helen Alvarez and Edward Petry Co. to Marietta Investment Corp. (Wrather and Petry), for $2,916,750. Mr. Wrather also holds grant for uhf channel in Boston. Transfer made without prejudice to Commission action in KYAT (TV) extension of cp application (see page 56).

• WGRC Louisville, Ky.—Sold to McLendon Corp. for $720,000. McLendon Corp. also owns KLIF Dallas, KTSA San Antonio, both Texas, and KTBS-AM-FM Shreveport, La.

WGH Queried on Program Balance

FCC Thursday advised WGH Newport News-Norfolk hearing is necessary on station's renewal application because of "overall programming." In McFarland letter, Commission asked why WGH's programming does not measure up to percentages for various classifications specified in previous renewal applications.

FCC had sent earlier inquiry to station and WGH revised programming to meet alleged lack of discussion and educational shows. This action, however, has not satisfied FCC, which also has queried number of Atlanta outlets regarding purported programming imbalance [CLOSED CIRCUIT, March 31; GOVERNMENT, April 14], but has done nothing as yet on renewal of these stations.

PEOPLE

JOHN EDWARD GRIMM III, director of sales, Sterling Drug Inc.'s National Brands Div. (proprietary drugs and household articles), N. Y., elected vice president. Joined Sterling last year, previously had been with J. B. Williams & Co., Lever Bros. and Borden Co.

JACK LUBELL, executive producer of Sports Programs Inc., N. Y., elected vice president of company, which produces live sports shows for networks and regional hookups.

ROBERT L. WHITEHEAD, formerly vice president in charge of San Francisco office of Roy S. Durstine Inc., N. Y., named account executive with Guild, Bascom & Bonfigli, San Francisco.

JOE MORAN, vice president, Young & Rubicam, N. Y., for almost quarter century, retired Thursday (July 3).

JOHN McARDLE, account executive at WABD (TV) New York, named general manager of sister station WTTG (TV) Washington, succeeding **JAMES BONFILS,** who leaves station today (July 7) after "policy differences."

LARRY GUMBINNER, traffic manager, CBS-TV, for past several years, appointed to newly created post of manager, network transmission facilities for CBS-TV's network affiliate relations department.

WILLIAM SELF, tv producer (*Frank Sinatra Show* last season for Hobart Productions), joins CBS-TV Hollywood today (July 7) as executive producer.

EARL GAMMONS, Washington consultant, for Storer Broadcasting Co. and former CBS vice president in Washington, reported Friday making rapid recovery from mild heart spasm suffered June 27.

FCC Balks at Pay Tv-Hinged Bids

Plaza Radio & Tv Co. advised by FCC Thursday (July 3) its applications for ch. 62 Detroit and ch. 30 St. Louis—with stipulation construction will not begin until pay tv authorized—cannot be granted under that stipulation without hearing. There are no competing applications. Plaza formerly held uhf permit in San Francisco which was deleted when station failed to begin construction. Application now pending to replace deleted channel. Comr. Robert E. Lee dissented.

Ch. 4 WTTV (TV) Bloomington, Ill., Friday petitioned FCC to institute rule-making which would shift its allocation to Indianapolis.

Two New Am's Granted by FCC

FCC granted two new radio stations, announced Thursday (July 3):

• Green Cove Springs, Fla.—Ben Akerman, 1580 kc, 500 w, daytime. Mr. Akerman is general manager, WGST Atlanta, Ga.

• Jonesboro, La.—Jackson Parish Broadcasters (A. H. Colvin). 920 kc, 500 w, daytime, engineering conditions.

Exterior building design subject to final approval of the New Haven Redevelopment Agency

Announcing

WNHC's New $1,400,000 Building

New Haven's sweeping redevelopment program is setting an inspiring example for communities throughout America. We are gratified that the new $1.4 million WNHC Building will be one of the finest in the great, new redevelopment area.

It is a guiding principle of the Triangle Stations to provide the best in entertainment, facilities and community service. The WNHC Building—housing broadcast facilities rivaling any in the country—is a reflection of WNHC's continuing faith in the community it calls home. Now, more than ever before, only ONE can do the job from Massachusetts throughout Connecticut to Long Island.

TRIANGLE STATIONS

WNHC-AM·FM·TV

HARTFORD - NEW HAVEN, CONN.

Affiliated with American Broadcasting Company
Represented by Blair-TV and McGavren—Quinn

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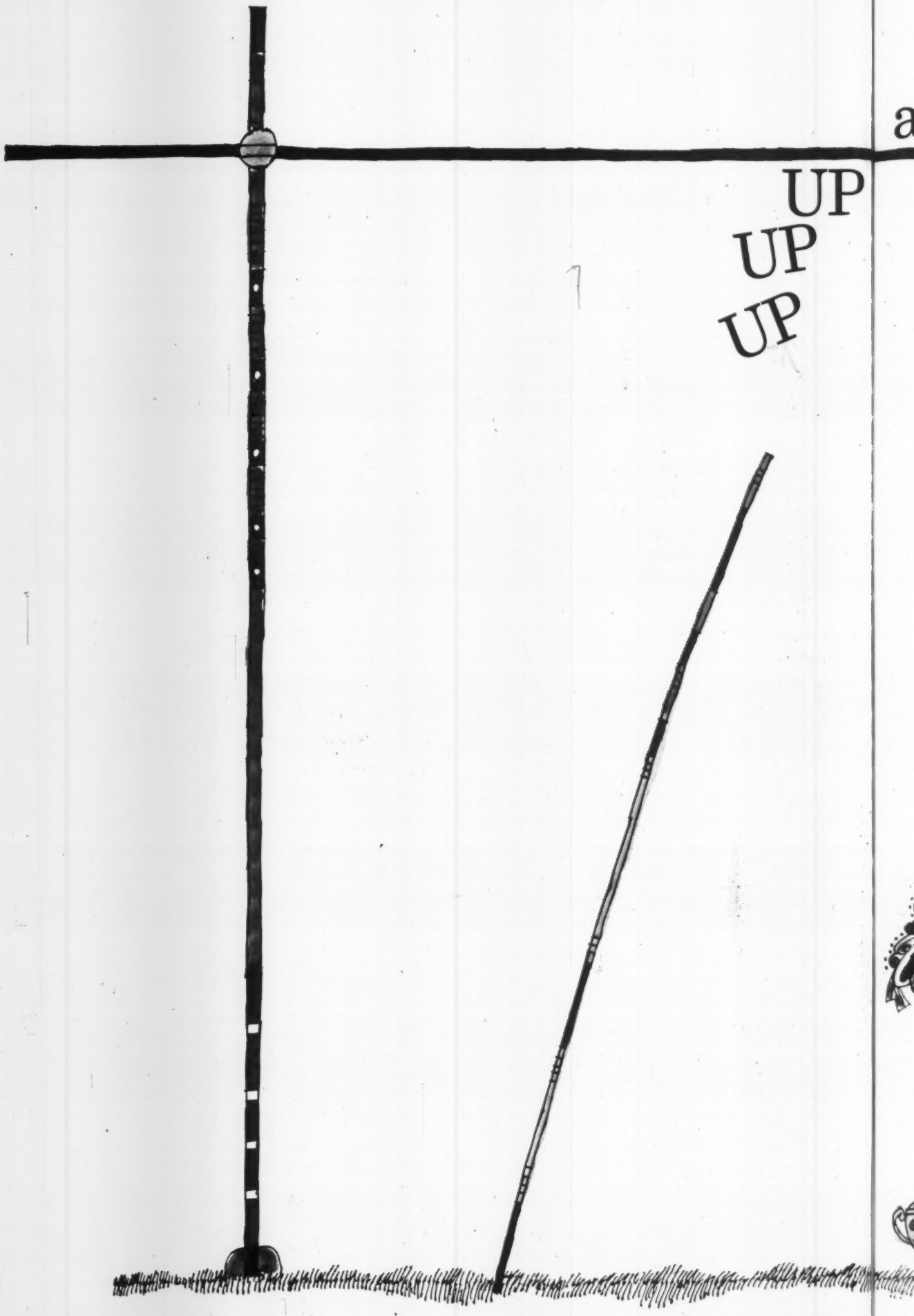
Triangle National Sales Office, 485 Lexington Avenue, New York 17, New York


UP
UP
UP

and UP!

In June, for the fourth consecutive month, NBC Television Network nighttime programming topped all competition, according to Trendex. NBC leads the second network by 8%, the third network by 48%. This latest evidence confirms once again NBC's leadership as similarly shown month after month by the Nielsen Multi-Network Area Report.

In terms of individual time periods, NBC has scored a series of dramatic audience gains since the season began.

For example, NBC now comes out on top four nights out of seven . . . wins 20 of 42 nighttime half hours, seven more than in October and almost as many as the other two networks combined.

In the re-programmed 7:30-8 pm time period, Monday-Friday, NBC has moved ahead 54% since October, now leads one competitor by 101%, the other by 66%. WAGON TRAIN has increased its share-of-audience 78% since October!

Record-breaking increases like these put the finishing touches on a season which has seen NBC move rapidly to the top in the greatest one-year audience shift in television's history.

NBC TELEVISION NETWORK

Source: Trendex (Sunday through Saturday, 7:30-10:30 pm)

JEFF'S COLLIE

Lassie will help you get a big profit bite out of your market locally, as JEFF'S COLLIE, just as she has done for her network sponsors. There Lassie trounced every program series placed against it, regardless of what it was...quiz...comedy...drama . . . adventure . . . live or film. Lassie always won out. In fact, Lassie's share of the total audience usually equalled the share of all the other regular network series placed in opposition — put together! Already JEFF'S COLLIE has been signed up for New York, Chicago, Los Angeles, Philadelphia, Detroit, Atlanta, Dallas, New Orleans, Houston, Boston, Salt Lake City, Miami and over 100 markets. For your own market, phone or wire collect Michael M. Sillerman, Television Programs of America, Inc., 488 Madison Ave., N. Y. 22, PLaza 5-2100.

TPA

PLAYHOUSE 90

Without the haunting prohibition-era atmosphere that pervades F. Scott Fitzgerald's short novel, *The Great Gatsby*, it is doubtful if the story could have remained as popular as it has since the first printing in 1925. The book is a mood-piece; the mood was not captured in last Thursday's *Playhouse 90* adaptation.

To make plausible the weaknesses in the storyline and the somewhat puerile actions of the characters, the producers should have made an effort to work up that heady atmosphere in which the characters' actions would have been more believable. A studio trumpeter playing a ricky-tick version of "Yes Sir, That's my Baby," is hardly enough to take viewers back 30 years. (Effect of the flappers' chemises as a "period costume" was lessened by their being in style again.)

But the production's main fault was the age of the actor who played the title role. Robert Ryan is too mature to play the part of the indigent army officer overwhelmed by a rich girl at a party. For this reason his Jay Gatsby—and perhaps the whole play—never got off the pad.

The show floated from commercial to commercial with never a high spot. It sank when heroine Jeanne Crain slipped to the floor moaning, "It's Jay, Jay."

It's a pity, too, the show's host did not memorize his introductions to the play. Seeing someone appear to read his lines above the tv camera is enough to get any show off to a false start.

Production costs: Approximately $160,000. Sponsored by Bristol-Myers through BBDO, Kimberly-Clark, through Foote, Cone & Belding, Pillsbury Mills through Leo Burnett, American Gas Assn. through Lennen & Newell, R. J. Reynolds Tobacco through William Esty and Allstate Insurance through Leo Burnett on CBS-TV Thurs. ("Gatsby," June 26), 9:30-11 p.m. EDT. Producer: Martin Manulis; director: Franklin Schaffner; adapted by David Shaw from F. Scott Fitzgerald's novel; associate producer: Peter Cortner; assistant to producer: Peter Nelson; associate director: Lennie Horne.

HAGGIS BAGGIS

As the temperature rises, competition for merchandise on the tv quizzes gets hotter and hotter. The industry's "loot consciousness" that set in some 10 years ago with *Stop the Music* is being perpetuated on NBC-TV by a new quiz game called *Haggis Baggis*. Its crass concern with the prizes offered—classified as "Haggis" or "Baggis" spoils—might well outdo the grabbiness of *The Price Is Right* (where contestants bid on what they deem to be the value of the loot). Taken as a whole, *Haggis Baggis* stands out these summer nights (and weekdays to boot) as a massive billboard for advertisers who don't buy time.

As to the game itself—four players try to answer questions cross-filed under various categories and letters; as each query is answered correctly, another patch is removed electronically from a masked, blown-up photo of some celebrity. The first contestant to score gets first crack at two piles of jackpot loot—appliances, autos, furs, trips abroad, etc.—one pile being "Haggis," the other "Baggis." Runners-up also vie on the clean-up. Essentially, this outlandishly-titled program is a variation on the old parlor word game, "Ghosts." (What so-called "new" tv quiz game these days isn't?)

On the premiere show, host Jack Linkletter (son of Art Linkletter of *People Are Funny* and *Houseparty* fame) welcomed four contestants, a housewife, a truckdriver, an exterminator and an ex-WAF. They proved to be remarkably perceptive—not just in picking the right "faces" but also the "right" prizes. The daytime version of *Haggis Baggis* is the same game, played five times as often and with Fred Robbins as croupier.

Production costs: Approximately $11,000 (Mon. evening version); approximately $8,000 (daily afternoon). Sustaining in color on NBC-TV, Mon., 7:30-8 p.m. EDT and Mon.-Fri. 2:30-3 p.m. EDT. Started June 30. Produced for NBC by Rainbow Productions Inc., executive producer: Joe Cates; producer: David Brown; director: Ted Nathanson; unit manager: Steve Weston; set designer: Norman Davidson; production supervisor: Bill Watts; Technical director: Walter Miller.

SEEN AND HEARD

While 30 or 40 million viewers sat entranced a week ago Sunday (June 29) by the spectacular acrobatics of the Moiseyev company on the CBS-TV *Ed Sullivan Show*, some 30 or 40 recalcitrant Americans tuned in NBC-TV and Steve Allen, who offered a no less spectacular attraction in the person of Oscar Levant. Mr. Levant is a sensitive, gifted pianist. He is also an acrid commentator on things—animal, vegetable and mineral. On the *Steve Allen Show*, he engaged in a verbal duet with the host that extended the opening bit (according to Mr. Allen) nine minutes. He returned to sit on a piano and talk about pills, people and his audience, whom he capsuled as obviously beneath him. He concluded by playing Gershwin and nearly fell over as he acknowledged the tumultuous applause of the recently abused audience. With the help of comedian Don Adams and singers Dorothy Collins and Tony Bennett, it was a bright hour of entertainment. Even so, dialing Allen instead of Sullivan June 29 was like being the only one at an uptown party to spurn vodka and insist on Kentucky bourbon.

As a public service, herewith an up-to-date box-score on who's claiming what on tv. In cigarettes, Brown & Williamson's Viceroy at one time led the pack with 20,000 filter traps; later, after Philip Morris Inc.'s Parliaments claimed 40,000 filter traps, Viceroys upped its own count to 22,000 filter traps. It's all been in vain, apparently. Now American Tobacco's "improved" Hit Parade has staggered them—and no doubt many listener-viewer imaginations—with 400,000—count 'em, Mr. Federal Trade Commissioner—400,000 filter traps.

YOUNG & RUBICAM, INC.

Advertising

NEW YORK · CHICAGO · DETROIT · SAN FRANCISCO · LOS ANGELES · HOLLYWOOD · MONTREAL · TORONTO

LONDON · MEXICO CITY · FRANKFURT · SAN JUAN · CARACAS

HIT... or MISS?

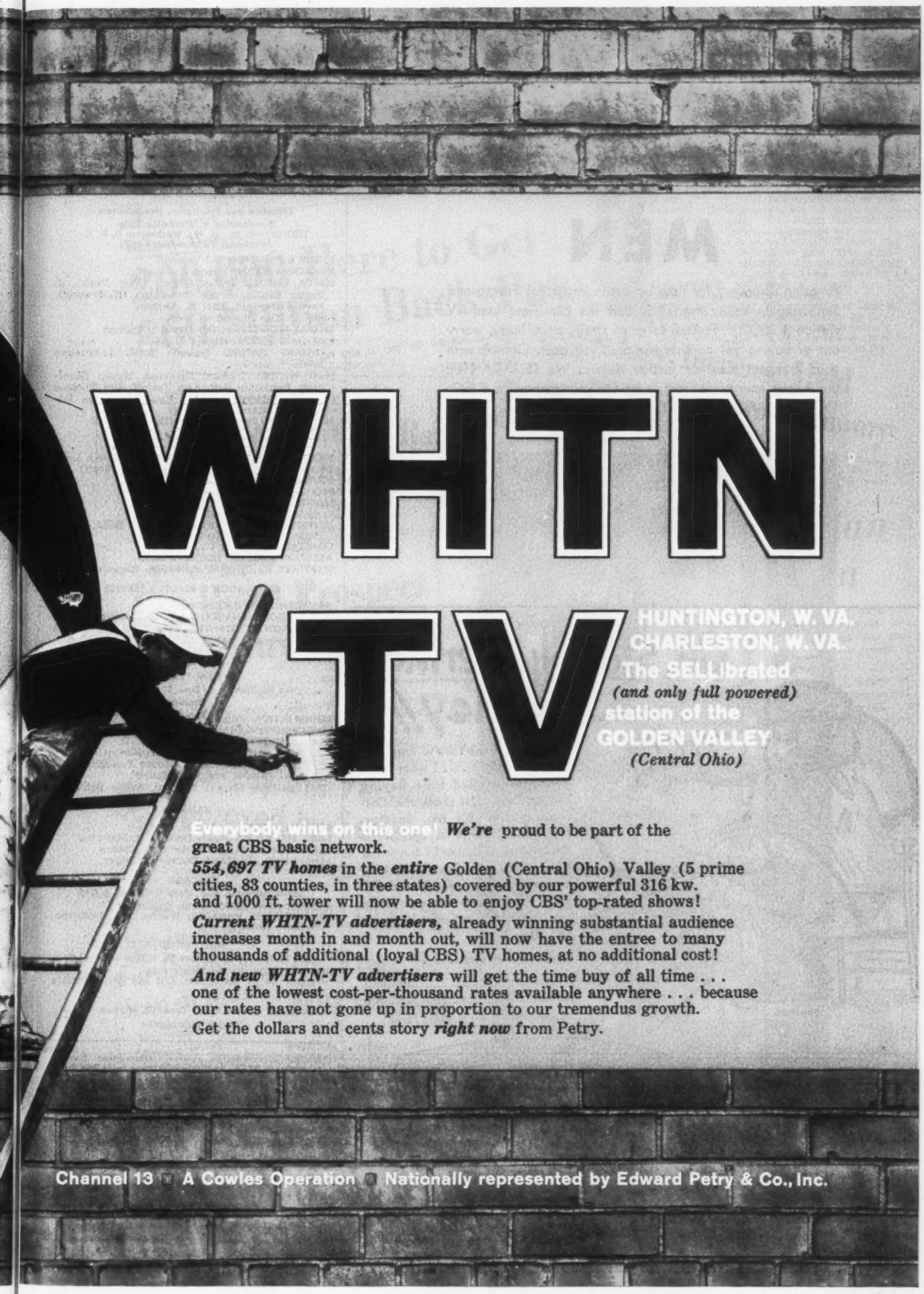
This dial takes much of the "hit-or-miss" out of creating TV commercials and programs.

The Y&R Audience Jury of 70 typical viewers—different every time—uses 70 dials like this to pass on clients' commercials.

The verdict—recorded on a moving graph—is a running answer to whether or not a commercial will arouse and sustain the viewers' interest and how much it will influence them to buy.

These findings are one more part of Y&R's constant, continuing effort to make each commercial as effective as possible.

NOW
CBS
BASIC



WHTN TV

HUNTINGTON, W. VA.
CHARLESTON, W. VA.
The SELLibrated
(and only full powered)
station of the
GOLDEN VALLEY
(Central Ohio)

Everybody wins on this one! ***We're*** proud to be part of the great CBS basic network.

554,697 TV homes in the ***entire*** Golden (Central Ohio) Valley (5 prime cities, 83 counties, in three states) covered by our powerful 316 kw. and 1000 ft. tower will now be able to enjoy CBS' top-rated shows!

Current WHTN-TV advertisers, already winning substantial audience increases month in and month out, will now have the entree to many thousands of additional (loyal CBS) TV homes, at no additional cost!

And new WHTN-TV advertisers will get the time buy of all time . . . one of the lowest cost-per-thousand rates available anywhere . . . because our rates have not gone up in proportion to our tremendus growth.

Get the dollars and cents story ***right now*** from Petry.

Channel 13 ▪ A Cowles Operation ▪ Nationally represented by Edward Petry & Co., Inc.

MEN

Amazing discovery for time buyers in important Fresno and San Joaquin Valley market is that the consistent lead TV station (KJEO-TV, Fresno) takes all strain, pain, hurry, worry out of buying yet consistently does job best. Consult with your Branham man for further details. We GUARANTEE you'll save energy . . . get more for your money on KJEO-TV Fresno. ACT TODAY!

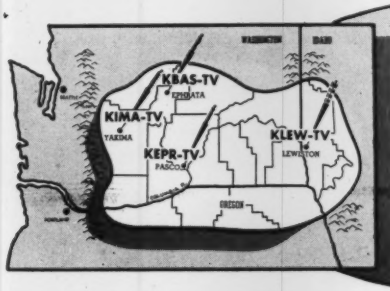
Oh, Stop blubbering, Smidley!!

Gad, man, I can't stand tears. But get this straight . . . I want some alert, wide-eyed time buying around here. Just check this Cascade market. It's big, Smidley, *big!* KIMA-TV with its satellites is the biggest, exclusive TV buy in the West. And, mind you, it's getting bigger every day. A billion-dollar market that's ours with one single buy. Now let's not miss it again, huh, Smid?

Quite a market . . .

Population 563,875
Retail Sales $657,655,000

Source: 1957 "Survey of Buying Power"



KIMA-TV
YAKIMA, WASHINGTON
with its satellites
KEPR—TV, Pasco, Wash.
KLEW—TV, Lewiston, Idaho
and KBAS—TV
Ephrata, Moses Lake, Wash.
CASCADE
BROADCASTING COMPANY

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EDITOR & PUBLISHER: Sol Taishoff
MANAGING EDITOR: Edwin H. James
SENIOR EDITORS: Rufus Crater (New York), J. Frank Beatty, Bruce Robertson (Hollywood), Fred Fitzgerald, Earl B. Abrams
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BUREAUS

NEW YORK
444 Madison Ave., Zone 22, Plaza 5-8355
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CHICAGO
360 N. Michigan Ave., Zone 1, CEntral 6-4115
MIDWEST NEWS EDITOR: John Osbon
MIDWEST SALES MANAGER: Warren W. Middleton, Barbara Kolar

HOLLYWOOD
6253 Hollywood Blvd., Zone 28, HOllywood 3-3148
SENIOR EDITOR: Bruce Robertson
WESTERN SALES MANAGER: Bill Merritt, Virginia Stricker

Toronto, 11 Burton Road, Zone 10, HUdson 9-2694
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*Reg. U. S. Patent Office

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Little Saving Is Expected From Pending Pay Increases; Most Families Will Adjust Their Living to Higher Incomes

By Philip S. Brown
Washington Economics Writer

"What will be the impact of the new Federal pay raise in light of promises given ...

the pending legislation provides. Also, the economic setting was different in respects.

...20,000 between $4500. Sure ...

...able tax cut. Also, more ...crease will go to the lower income ...an is likely in the ...ax cut.

secondary effects of ...se in local incomes different from those ...d result from an in- the disposable in- the country at ...h of what is spent ...ton residents for ...ds will go to auto ...Detroit and appli- ...facturers in other ...s men will earn ...act

...he the number of jobs created Also, if higher incomes enable ...more people to borrow and ...buy a new house, the number ...of jobs created can be rea ...very great.

It is almost inevitable t... the substantial pay raise ... agreed upon will create ... sands of jobs. This stimulu... comes at a time when othe... jobs are being created by a expanding Federal con... tion program.

The medicine of increas... disposable income by Go... ment action that is being w... held from the rest of the e... being applied to the

DIARY—From P. 1

200,000 Here to Get $60 Million Back Pay

...will be able to pay off the ...pockets of ... by July 1;

...and it has n... that it will ... than 5 days ...

...aurant firm ...was char- ...t. Searles ...executive ...pace" in ...

...yest... vote... den... tary... pass...

...cated at 10th st. the re- a site by a ...going ...

Salary Increase Held Shot-in-Arm to Economy

...non-durable goods to cars, ...major appliances and houses, ...feels a lot of the ...

...w money "But it ...les, real ...

The Federal Diary

10 Per Cent Pay Raise Approved by Conferees

By Jerry Kluttz
Staff Reporter

The Senate is ready to give its approval today to the bill to gi... or cent pay... was investigat... the need ... the re...

Capital Commerce

Pay Boost Prospect Spurs Buying Spree

By S. Oliver Goodman
Financial Editor

...overnment workers apparently went on a pre- ...last week, when Senate action ... The report presented to ...

See INFORMATION, ...

U. S. Pay Bill Version Approved by Senate

By JOSEPH YOUNG
Star Staff Writer

The 10 per cent classified employe pay raise bill today ... the next-to-last step be enactment when it ... proved by the ...

The CSC will determine the allocation of these jobs to the various agencies. Eleven ...

Shot-in-Arm For Business Seen in Raise

Merchants Expect Buying Boom In Durable Goods

By Frank C. Porter
Staff Reporter

The Washington busin... community agreed enth... astically to a man yester... that the Federal pay raise ... tive the area economy a po... hot in the arm.

But it disagreed with ... how the mone... employes who are

200,000 Emp... In Area Will ... $60 Million B...

Federal Diary

Pay Raise Bill C... ...prove Increases for 67,000 Hard-to-Hire Employes

By Jerry Kluttz

More than 67,000 scientists, engineers and othe... deral ... the 1,021,000-man classified and white-collar group are certain of a 10 per cent pay boost ... retroactive to Jan. 12 ...

...out, was investigating the need ... hadn't completed its ...

James Morrison (D-La.), James Davis (D-Ga.), Edward Rec... and Robert Corbe...

And the radio station these "nouveaux riches" listen to most?

WWDC Radio

First Again*

in Washington, D. C.
in share of total mentions
6 A.M. to 6 P.M.
Monday thru Sunday

*May Pulse

Represented nationally by John Blair & Co.

sponsorwise it's . . .

S.R.O. for * BIG RASCALS in Philly!

Being FIRST in your time slot and having a 228% GREATER ADULT AUDIENCE than your nearest competitor, is good television, but when you're also sold out, back to back, to top national sponsors such as . . .

- *Hollywood Bread*
- *Doeskin* • *Wrigley Gum*
- *Blue Cross* • *Salada Tea*
- *Lamour Hair Products*
- *Warner Lambert Fizzies*
- *Gimbel Brothers*

. . . that's good business.

BIG RASCALS attract Big Business

BIG RASCALS . . .
* *133 RKO Comedies featuring Leon Errol*

GUILD FILMS COMPANY, INC.
460 PARK AVE. N. Y. 22, N. Y. MU 8-5365
IN CANADA: S. W. CALDWELL LTD., TORONTO

Triple-Spotting (Continued)

EDITOR:

Nobody *wants* to be a policeman. But if we are going to make any headway at all in eliminating triple-spotting [BROADCASTING, June 23] we must first know where it exists. Broadcast Advertisers Report information is excellent but it is, of financial necessity, too little and too late. By this I mean their market list is small and their frequency of reports is low. This is not meant as a criticism: BAR does a marvelous job. As a consequence, however, the only people who are in enough markets enough of the time are the stations themselves—*they* must let us know the when, where and what.

Ideally this whole situation could be cleared up in no time (for those who want it cleared up) if we could just be told where it is happening. The agency can control the new schedule placements to avoid triple-spotting but corrections must be made in many instances on the current schedule. These corrections can only be made when we know triple-spotting exists.

Bob Liddel, Timebuyer
Compton Adv., New York

[EDITOR'S NOTE: BAR currently monitors 20 major markets. It averages reports from two markets each week, delivered approximately 10 days after monitoring.]

EDITOR:

We were pleased to read your editorial on triple-spotting in the June 23 issue. We have also been pleased at the apparent current revolt against the practice between network shows.

Frankly, we agree with you that the practice is bad but that the blame does not alone belong at the doorstep of the stations. Back in June 1957 we decided to use the theme "No Triple-Spotting on WTMJ-TV" as a sales tool and in that month I made a number of calls in New York with our representatives, Harrington, Righter & Parsons. Virtually the only receptive ears at that time were those of Mike Donovan of Benton & Bowles, whose agency, to the best of my knowledge, was the first to come out against the practice. From that time until this it was apparent to us that other agencies were also in agreemen but still others were buying triple spots with full knowledge of what was going on.

It seems to us to boil down to a three-way fault which we now hope is being corrected, with the fault lying at the door of the stations who participated in it, the agencies who knowingly bought under this condition and the NAB Code Board which allowed the practice to continue without raising a voice in spite of the fact that the practice was known.

George Comte
Manager of Radio & TV
WTMJ-AM-TV Milwaukee

EDITOR:

It is about time someone mentioned the fact that it takes two to run a triple-spotted schedule. Many thanks for your editorial pointing up this fact. It is in essence what I have been writing to agencies recently who have been querying us regarding our triple spot situation.

All of a sudden the triple spot has become a bad thing. As long as there were single station markets—advertisers insisting on television and agencies anxious for their 15%—the triple spot was an agency accomplishment. Now these same people are pointing long fingers at us. With your help, we won't take all the blame.

James D. Clark Jr.
Sales Manager
WRVA-TV Richmond, Va.

Bouquet

EDITOR:

I want to thank you for the excellent coverage given our recent audience study and the subsequent interview [BROADCASTING, June 2].

We had an extremely warm and appreciative response from a great number of radio stations. I was even more pleased in seeing in today's issue [June 23] a letter from Pete Bardach of Foote, Cone & Belding congratulating you on presenting all sides of a question that has become needlessly controversial.

Please convey to the staff my appreciation of a job well done.

Adam Young
Adam Young Inc.
New York

Needed: Bootstrap Lifting

EDITOR:

A few questions to the nation's radio and television news directors—and station managers: What are you doing to develop competent, trained and learned "electronic journalists?" Are you satisfied with the product of the journalism schools? Are you finding enough young people knocking at your door to keep your news departments adequately staffed? Or are you beginning to feel the pinch, both as to quantity and quality?

A number of leading journalism school people, as well as some professionals in the field, have begun noticing a decline in the number of college students enrolling as journalism majors. At the same time, more than 80 leading journalism schools indicate the vast majority received far more job offers in 1957 than they had students to fill them.

Among the people concerned with this trend was my "boss" of student days, Les Moeller, director of the U. of Iowa Journalism School. Through his efforts, a number of us in news work in Iowa organized the Iowa Committee for Professional Journalism Education. The purpose: to interest more young people in journalism as a career. We concluded we had two selling jobs: to sell the youths still in high school or just entering college; and to sell the editors, publishers, news directors and station managers on the idea they had to engage in some self-promotion.

A number of stations have joined in

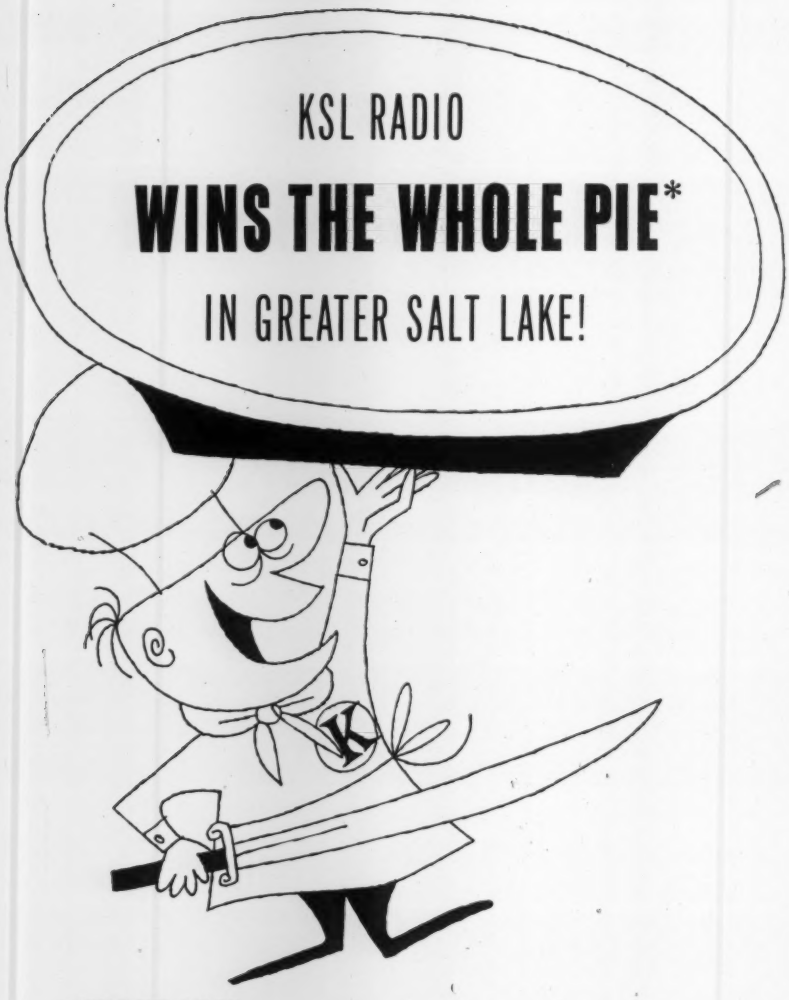
In Huntington And Charleston

. . . it's the same dominant story

9 YEARS of LEADERSHIP

WSAZ-TV the No. 1 Huntington and Charleston station, is still a basic affiliate of NBC, America's No. 1 Network.

HUNTINGTON-CHARLESTON, W. VA.
N.B.C. NETWORK
Affiliated with Radio Stations
WSAZ, Huntington & WKAZ, Charleston
LAWRENCE H. ROGERS, PRESIDENT
C TOM GARTEN, Commercial Manager
Represented by The Katz Agency



*PULSE 1958

KSL RADIO IS **FIRST** IN **EVERY**
QUARTER HOUR MONDAY THRU FRIDAY

Big KSL Radio again proved that it's truly the "Big K". Not only big in power (50,000 watts reaching an 87 county market) but big in audience as well! KSL won the whole pie in Greater Salt Lake, winning a first in *every* rated quarter hour, Monday thru Friday, in the Greater Salt Lake 4-county survey! So put your clients on the station that is number one in *power* and *audience* — "The Big K".

KSL radio

50,000 WATTS
CBS for the Mountain West
Represented by CBS Radio Spot Sales

community observances of "High School Days," giving young people a chance to work alongside the "pros" in various departments concerned with the airing of radio and tv programs. And some stations devote a portion of air time each week to youngsters to report the "news" of their circles.

But the station personnel to whom I take off my cap are those who have developed internship programs, affording students the opportunity to earn that invaluable experience that's become a prerequisite to getting a job.

There are advantages to the station, too. The immediate advantage, of course, is the fact the station suddenly has a larger news staff, rapidly learning the ropes. And once these young apprentices have latched on to the station's policies and practices, they're likely prospects for becoming permanent employes upon graduation.

What this all boils down to is an appeal to the nation's broadcasters to wake up to a problem they'll soon be discovering, if they haven't already: there just are not enough well-trained young recruits. No doubt there'll always be deep-voiced announcers to read wire copy (at least until the dwindling supply of journalism students begins affecting the wire services, too); but no station should be satisfied with nothing more than deep-voiced announcers who know little or nothing about news reporting. Certainly, the need for the trained, backgrounded, news-minded reporter was never greater.

Rod Gelatt
Dept. of Journalism & Communications
Washington & Lee U.
Lexington, Va.

Preached, Practiced, Paid Off

EDITOR:

The March 31 MONDAY MEMO [by Douglas E. Anderson, president, Anderson-McConnell agency, Los Angeles] said "It's time to realize that tv is not the client's opinion or the client's words but only the client's facts delivered from people to people," and, "agencies and their clients seem to forget the 'back fence' type of conversation."

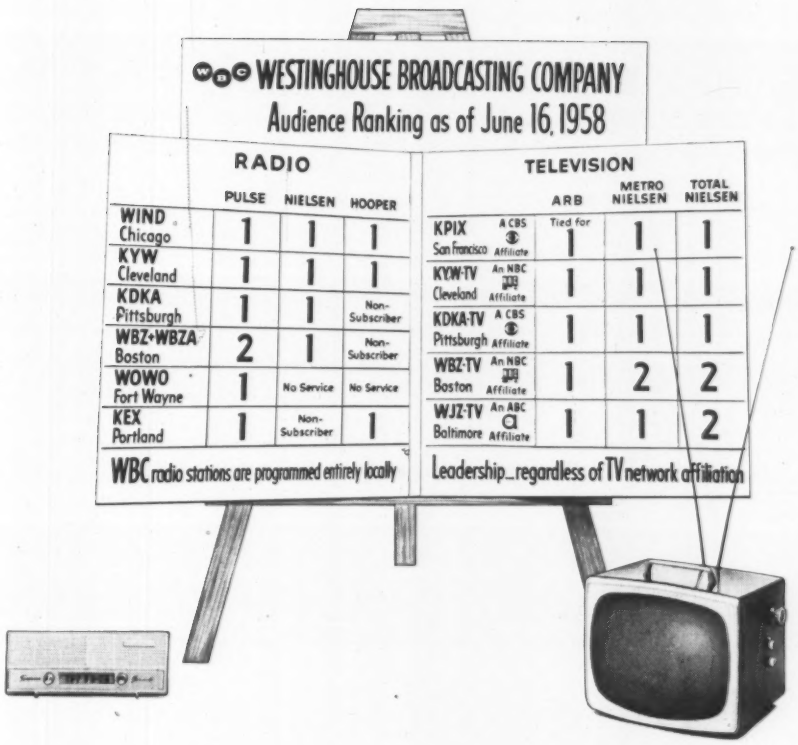
Jim Hunter, producer-m.c. of our *Bingo at Home*, using Mr. Anderson's thesis as his guide, convinced agencies to let him do "back fence" commercials, just face-to-face ad lib. After trying this daily for nine weeks, everyone concerned is happy with the results, and all want to continue.

This week's issue of *Channel*, a local television guide, comments as follows: "Sponsors of *Bingo at Home* have given Hunter a free hand in presenting their message to the viewer. He visits plants and stores of his sponsors and brings back a wealth of selling information. His informal sales pitches have definitely made a hit with his audience."

It works!

Cleo Bedford
Promotion Dept.
KTVW (TV) Seattle-Tacoma, Wash.

In every one of its markets... for every one of its radio and TV stations...these audience measurements prove WBC leadership:


WBC WESTINGHOUSE BROADCASTING COMPANY
Audience Ranking as of June 16, 1958
RADIO
PULSE NIELSEN HOOPER
WIND Chicago 1 1 1
KYW Cleveland 1 1 1
KDKA Pittsburgh 1 1 Non-Subscriber
WBZ-WBZA Boston 2 1 Non-Subscriber
WOWO Fort Wayne 1 No Service No Service
KEX Portland 1 Non-Subscriber 1
WBC radio stations are programmed entirely locally
TELEVISION
ARB METRO NIELSEN TOTAL NIELSEN
KPIX San Francisco A CBS Affiliate Tied for 1 1 1
KYW-TV Cleveland An NBC Affiliate 1 1 1
KDKA-TV Pittsburgh A CBS Affiliate 1 1 1
WBZ-TV Boston An NBC Affiliate 1 2 2
WJZ-TV Baltimore An ABC Affiliate 1 1 2
Leadership...regardless of TV network affiliation

Broadcasting is Basic. No Selling Campaign is Complete without the WBC Stations. *Your future is great in a growing America.*

BROADCAST
TO

Oakland County
PONTIAC
MICHIGAN

A
CONCENTRATED
MICHIGAN AUDIENCE

WPON

serving

631,000
consumers

1st
IN PONTIAC HOOPER

	7:00 A.M.—12:00 Noon Monday Thru Friday	12:00 Noon—6:00 P.M. Monday Thru Friday
WPON	39	46.5
Sta. B	24.1	14.0
Sta. C	11.9	8.1
Sta. D	10.0	5.4

—C. E. Hooper, May, 1958

CONTACT
VENARD RINTOUL & McCONNELL, INC.

Associated with Lansing's

WILS
music news sports

OUR RESPECTS
to Sam Cook Digges

The woman, obviously frazzled from lack of sleep, heard her doctor advise she would "either have to give up the *Late Late Show* or *Sunrise Semester.*" Local readers of the *New Yorker* magazine knew the cartoon referred to two popular programs on WCBS-TV.

Humor aside, the cartoon illustrates what Sam Cook Digges, WCBS-TV's general manager, means when he speaks of the station's "balance" in programming and audience appeal.

There was a time when some important people thought Mr. Digges had lost his sense of balance altogether, not only of programming but also of mind. That was last summer when WCBS announced Mr. Digges' creation: an educational tv program (by New York U.) to be fed in half-hour doses Monday through Friday. But what floored and incited the critics (newspapers particularly) was its sign-on—6:30 a.m.—a time usually associated with barnyard crowing or infant feeding.

A newspaper immediately questioned the $75 charge to New York U. (semester's registration fee); a national publication dryly observed the program as typical of tv's "deathless interest in culture." Once a yawning but bright-eyed audience was exposed to the program (comparative literature lectured by an NYU assistant professor, Dr. Floyd Zulli Jr.), the bottle cap flew off and Mr. Digges and staff have been wading in news clippings and praise ever since. A bookseller bought announcement time adjacent to the program and the press has been enthusiastic (The April 5 *Saturday Evening Post* featured the station's educational coup).

"There's need in tv for an *Ed Sullivan Show, Studio One,* a *Mike Hammer,* a *Semester* and a *Camera Three,*" enunciates Mr. Digges, whose tall figure is topped by a carefully combed shock of light brown hair. He believes a station must consider the "neglected segment of the viewing public" even as it caters to the regular viewer. At WCBS-TV, he confesses, the philosophy is to prepare for the future.

What problem possibly could exist with a network tv flagship that grosses more than any station in the U. S., and indisputably is tops in its market? Mr. Digges wryly answers: "Staying on top."

Because of the post he has been in for four years, Mr. Digges, Madison Avenue tailored but betraying his midwest origin in speech, is of necessity close to the New York advertiser-agency fraternity. (He's had experience on the "street"—that is, selling time—in New York as well as in Washington.)

He finds joy in selling to people "whether it is a concept, a block of time, a program or a community project." That's why *Sunrise,* the successful "sale" of an idea gives him satisfaction. He thinks there is a very important place for educational programming (that is, using actual teachers and school facilities) in commercial tv, often publicly chides educators for failing at times to grasp this concept (though he has had unusual success in working with them).

WCBS-TV is on the air during the week from 7 a.m. to about 2:30 a.m. (the second "semester" of *Sunrise* starts a half-hour later than did the first). Added to the network schedule is a wealth of public service shows (worth about $5 million in time and talent last year), and local programs both live and film. It is conceded by most of the knowledgeable that the station, which has its measure of syndicated shows, has more available feature product than other New York tv outlets.

Sam Cook Digges was born in Columbia, Mo., on Jan. 8, 1916, the son of dentist Charles W. Digges and Frances Cook Digges, in the U. of Missouri neighborhood. In 1937, he was graduated from the university's school of journalism.

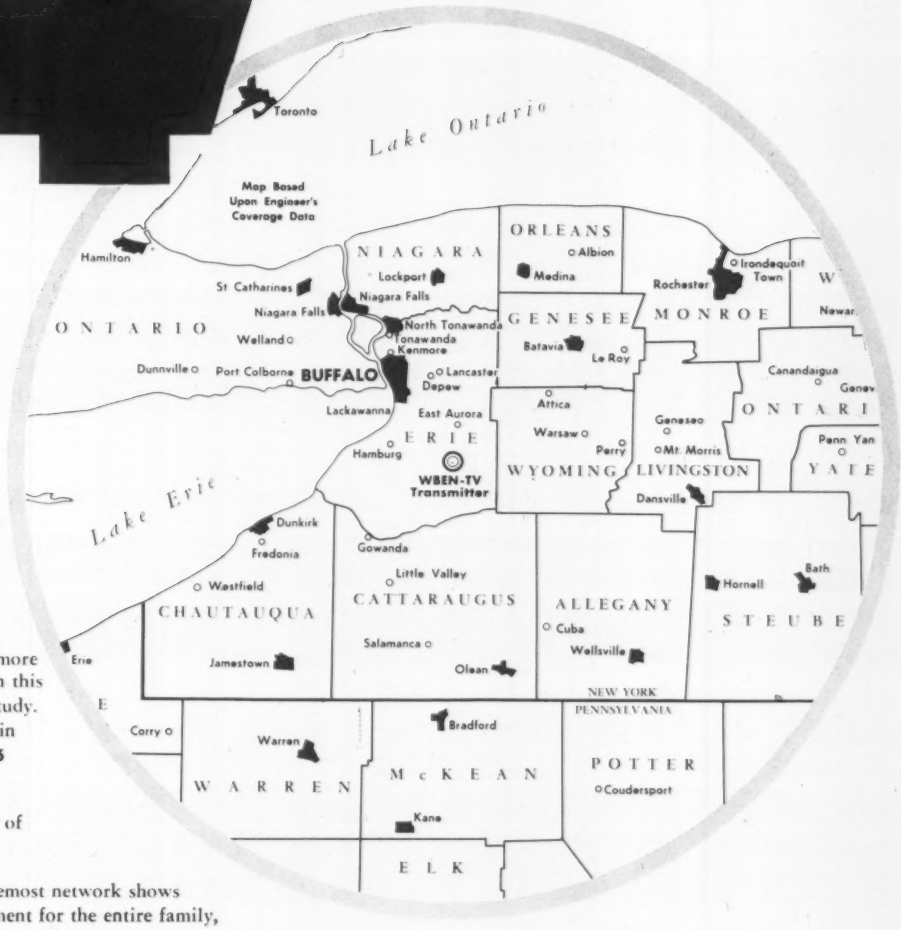
In Washington, D. C., he left the *Daily News* in 1942 where he worked both editorial and advertising, and joined WMAL there as one of the first two salesmen hired in Washington radio in five years.

In the Merchant Marine he was a ship's officer during World War II, returning to Washington to concentrate on WMAL-TV sales. In 1949 he joined CBS in New York in the newly-created tv sales department, transferred to Chicago as tv sales manager a year later, was appointed eastern sales manager of CBS Television Spot Sales in January 1953 and in December that year, general sales manager.

He is planning committee chairman of the Radio & Television Executive Society's timebuying and selling seminar that had its best season this year; a member of the all-industry music licensing committee; on the board of directors, New York State Assn. of Radio & Television Broadcasters; member of the Academy of Television Arts & Sciences, Society of Television Pioneers, and American Theatre Wing. In civic affairs, he is active with the Assn. for Help of Retarded Children and the radio-tv committee of the Jewish Chronic Disease Hospital in New York.

channel

4 this is WBEN-TV land



In this busy area . . . most television viewers watch WBEN-TV most of the time

The independent Trendex program-rating service made more than 100,000 telephone calls in this area during its latest AREA study. It found that WBEN-TV was in **FIRST PLACE in *120 out of 156* MEASURED HALF HOURS.**

WBEN-TV was first in 76.9% of the time periods measured.

Quality programming, the foremost network shows from CBS, balanced entertainment for the entire family, perfect pictures and perfect sound — all for more than 4 million people on Channel 4.

TV viewers of Buffalo, Western New York, nearby Pennsylvania and Canada have voted overwhelmingly in favor of the entertainment, educational, cultural and informative programs presented as a community responsibility — year in year out — by WBEN-TV on Channel 4.

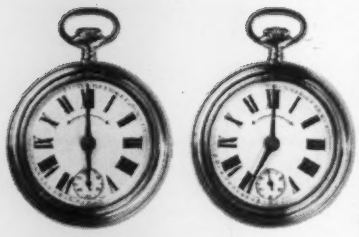
Proof again — your TV dollars count for more on Channel 4.

Represented nationally by
HARRINGTON, RIGHTER AND PARSONS

WBEN-TV

A SERVICE OF THE BUFFALO EVENING NEWS

CBS the nation's top network

GOOD  NEWS

WRC Radio serves a news-conscious Capital with 235 minutes of news a day—35 different daily news programs. The frequency and scope of its news broadcasts make WRC the leading news station in Washington. Look at radio's most popular news period, for example. From 6 to 7 p.m., *each* of WRC's five daily news programs reaches an average of 78,660 different listeners—*41% more listeners* than the second-best station. And 9 out of 10 WRC listeners are *adults.* The Washington market has just had a *$54 million increase* in consumer spendable income.* To achieve daily impact on the adults who control this huge new buying power, you need WRC Radio which, *week after week, reaches a greater concentration of adults than any of Washington's 17 other radio stations!* And there's no better way than with good news, WRC Radio news. Contact WRC . . . or NBC Spot Sales. *Source: A. C. Nielsen Co.*

WRC • 980

The NBC buying power station in Washington, D.C. *Sold by NBC Spot Sales*

*For details, see page 39

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Vol. 55, No. 1 JULY 7, 1958

INDIES CLAIM FOUL IN NBC SURVEY

Leading 'modern radio' operators say 'Top 40' survey was rigged

They say advertising results prove they have the adult audience

Successful independent radio station operators last week charged that "loaded questions" were used in an NBC Spot Sales survey which found little timebuyer confidence in the selling ability of "Top 40 Tunes" stations [LEAD STORY, June 30].

The heads of four station groups which have been conspicuous in the development of independent radio asserted that the NBC Spot Sales survey:

- Was designed to salvage a foundering radio network.
- Encouraged responding timebuyers to substitute their personal music tastes for objective judgment in evaluating the commercial impact of various program formats.
- Used oversimplified definitions of three types of formats that were bound to produce answers unfavorable to stations which play popular music.
- Ignored the fact that stations which feature popular music are among the most successful on the air.

The station operators who criticized the survey were joined by officials of three station representative firms.

All three representatives charged that the survey was "rigged" or "loaded."

The survey which came under criticism last week was released June 30. It was made among the NBC Spot Sales Timebuyer Opinion Panel which was formed early this year "to serve as a medium of expression for timebuyers as a group and individually to shed light on the changing nature and increasing problems of timebuying."

Responses were received from 258 panelists representing 203 different agencies or agency offices. Of the panelists 37% were with agencies billing $5 million or more per year in radio-tv, according to NBC.

In its questionnaire to agency panelists, NBC defined three types of programming:

"Top 40 Tunes—stations that primarily feature current pop tunes, generally the top 40 hits of the day.

"Standard music and news—stations that feature standard as well as current pop tunes and thus cater to a wider variety of popular music tastes.

"Varied programming—stations that carry such programming as interviews and dramatic serials as well as music and news."

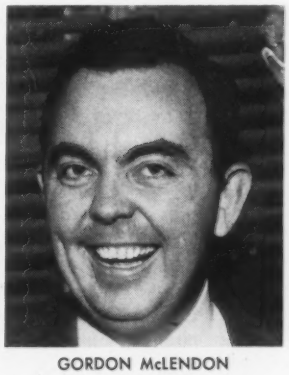
The questionnaire also suggested that panelists, in answering survey questions about the ability of each type of station to produce advertising results, "think in terms of products that are purchased primarily by adults, since most national spot radio advertising falls in that area."

On most of the 15 questions which NBC asked, the Top 40 format came out badly.

This was the result to be expected from

Seven critics of NBC's 'Top 40' survey

TODD STORZ

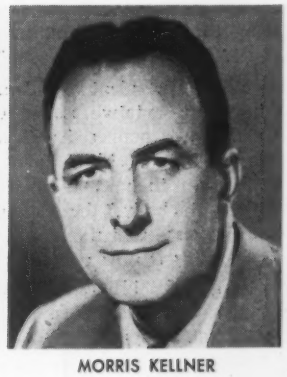

GORDON McLENDON

HAROLD KRELSTEIN

GERALD BARTELL

ADAM YOUNG

ARTHUR McCOY


MORRIS KELLNER

Independents shoot back at 'Top 40' survey CONTINUED

the phrasing of the questionnaire, in the view of critics who issued comments to BROADCASTING last week.

Todd Storz, president of the Storz Stations, said the NBC Spot Sales survey technique "was the age-old method of asking a 'loaded question' to get a desired answer." He said his stations were unaware of any group or any station "that programs only the 'Top 40' Tunes."

Mr. Storz thought timebuyers had been subjective, permitting their own tastes to color their viewpoints, and he compared the timebuyer spending the bulk of his client's money on music and news stations, although enjoying at times listening to a network station, to a space buyer putting the client's money into the *New York Daily News* because of its wide circulation though preferring personally to read the *New York Times*.

"At times," Mr. Storz asserted, "it seems that nobody likes our programming but the listeners."

Gordon McLendon, president of the McLendon group, found the survey "negative" and warned it could "damage both NBC and the entire radio industry." He suggested NBC seek "affirmatively" to "regain its lost stature by better programming instead of criticizing competitor networks or independents."

"With intelligent planning," Mr. McLendon asserted, "there may yet be found a way for NBC Radio to survive."

Harold D. Krelstein, president of the Plough radio stations, observed that the printed results of the NBC Spot Sales timebuyer poll "tend to prove conclusively that NBC Spot Sales was obviously trying to build a case in defense of the network stations it represents. And to that extent it has failed." He said there were more holes in the questions and answers than "in a piece of Swiss cheese."

Gerald Bartell of the Bartell group, disclaiming any identification with the stylized Top 40 category, held "any survey geared to a predetermined conclusion adds nothing to the body of competent research." He noted "Radio's best people—in management, programming, talent—are now in modern radio. Network radio has been pauperized of personnel [and] . . . is fighting a furious rear-guard action." He said "no amount of network salesmanship or slick public relations can deny that modern radio in every major market has a larger adult audience by far than its network competition."

Adam Young, president of Adam Young Inc., station representative, issued a lengthy statement that was peppered with such observations as: "NBC is still in the radio business because with their usual efficiency they forgot to bury the body;" the study is NBC's "own best evidence that this one-time leader in the industry is now running scared."

Mr. Young said, "NBC's obvious rigging device in this survey has been to over-simplify very complex problems of programming."

Arthur H. McCoy, executive vice president of John Blair & Co., station representative firm, said he "seriously" questioned the "true cross-section character of the panel."

Mr. McCoy noted that the Blair company would soon issue to advertisers and agencies a report on local radio programming to help them "better understand the many facets of programming . . . [although] too many selfish parties . . . have muddied up the water." He charged the panel survey to be one "rigged for the selfish aims of the networks." He said an important ingredient "not even mentioned" was "station ownership and management," which, he said, is considered first by timebuyers "who are up to date on the complicated business of local programming."

Morris Kellner, vice president in charge of radio sales at The Katz Agency station representative, charged the "labels" in the questionnaire to timebuyers to be "loaded" and "anyone could have told how the answers would have come out considering this wording."

Here, in greater detail, are the comments of those quoted above:

"We are convinced that the size of a station's audience closely parallels the entertainment value of the programming content offered. At times it seems that nobody likes our programming but the listeners."

TODD STORZ, *president of Storz Stations (WHB Kansas City, WQAM Miami, WTIX New Orleans, WDGY Minneapolis):*

The [NBC Spot Sales] survey technique used, obviously, was the age-old method of asking a "loaded question" to get a desired answer. For example, the survey divides music stations into two categories: One—"Top 40 Tunes-Stations that primarily feature current top tunes, generally the top 40 hits of the day." Two—"Standard Music and News-Stations that feature standard as well as current pop tunes and thus cater to a wider variety of popular musical tastes."

It is obvious that the second category of stations would be preferred by most timebuyers because the questions themselves lead to that conclusion. But even more important is the fact that I am unaware of any group operator whose stations would fall into the programming definitions defined as Category One.

Certainly, speaking for ourselves, our stations would definitely fall into the second category. We are unaware of any group or station that programs only the Top 40 Tunes, and actually we think it would be difficult to find any station in the country that would fall exclusively into the first category, particularly bearing in mind that to fit the first category the station could not carry any newscasts since news is completely excluded from the program definition in the first category and included in the second. It would be possible to follow through with an analysis of all of the questions asked in the survey to show how utterly ridiculous and self-serving they are.

The latest diatribe against modern radio comes from the very same typewriters that several years ago forecast the impending and unavoidable death of radio. One does not have to be part elephant to remember that the distinguished General Sarnoff of NBC quite un-prophetically wrote the "obituary" on radio. There was a mass burial, in large cities and small hamlets from coast to coast, when he buried am radio.

The networks picked up their kilocycles and stole stealthily away in the face of tv's competition. The independent operators picked up the ball and have been running with it ever since. If they had waited for the networks to retrieve the ball, the death the nets had diagnosed would have been a stark reality. The networks have been following their hastily summoned hearse ever since.

Profitability of radio station operation in 1956 (latest figures available) is shown clearly in FCC official data released last January. Non-network owned stations showed a 21.7% increase in profits, but the profits of the four national and three regional networks and their 19 owned stations combined were off one-third.

Nor do profits fully show the story. Let's look at ratings. Five or six years ago the independent station that was rated in the top three or four in its market was looked upon as a phenomenon. Old-line network stations usually ran one-two with the rest of the competition jockeying for the third spot.

Measures of Success

However, let's look at the situation now in some of the nation's top markets. The most recent C. E. Hooper Inc. figures show:

(a) In New York, right under the guns of the NBC Brass, the top indie has over *twice* the audience share of the NBC flagship.

(b) In Chicago, the top indie has over three times the share of audience of the NBC station.

(c) In Philadelphia, the top indie has a fraction under three times the share of audience of the NBC station.

(d) In Boston, the top indie has over eight times the share of audience of the NBC station.

(e) In Pittsburgh, the top indie has almost seven times the share of audience of the NBC station.

Aggressive music and news operators have rebuilt radio from its near calamity in the early 50's to its present salubrious condition today.

Almost every survey of a major market shows audience leadership is with the alert music and news stations. So we have a question of the "haves" and "have nots." Since the "have nots" certainly intend to try to stay in business, it stands to reason that they have to have some arguments in favor of their type of programming, and some

justification for the admittedly small number of listeners they have. As a result, they have chosen the method of appealing to a timebuyer's instincts, imploring the timebuyer to ignore the basic and factual information he has available to assist him in the purchase of radio time.

Most timebuyers serve the best interests of their accounts to the utmost of their ability. Invariably, these timebuyers have reached the decision that they can secure the *largest audience* for the *lowest cost* by buying music and news stations, as opposed to network stations.

The Bubblegum Myth

Timebuyers have carefully evaluated the oft-hurled charge that "nobody but teenagers listen to today's hit tunes." They have studiously examined all audience surveys which show that the alert music and news station continues with its large audience lead during the 9 a.m.-3 p.m. period during winter months when no school-age teeners are available in the listening audience. They also have carefully evaluated audience composition figures which show that the largest segment of listeners to music and news stations is the young adult audience between 18 and 45 years of age. As a result, timebuyers now are placing the major portion of most important budgets on alert music and news stations.

This is not to say that timebuyers as individuals are personally pleased with today's music. A timebuyer is a rather unique individual. In all likelihood he, or she, is far above the average level in education and intelligence, and probably has developed what might be correctly termed "minority taste." But this same timebuyer, by virtue of his intelligence, is able to ignore his personal tastes and objectively consider the various possible buys available to him.

If timebuyers really wanted "exclusively" a so-called "quality audience," they would buy classical music stations or perhaps even set up displays for their advertiser at the local art museum, or sponsor a book lecture series. But for "mass appeal" products, such as cigarettes, soaps, foods and automobiles, timebuyers realize that they must reach a mass market. This is not to say that specialty stations, or network stations, are not serving a public need. By catering to minority tastes, they most certainly are fulfilling an important public responsibility.

It is interesting to consider the latest available Hooper surveys for the four cities in which we operate: Kansas City (WHB) almost four times the share of audience of the NBC station; Miami (WQAM) has over six times the share of audience of the NBC station; New Orleans (WTIX) has over six times the share of audience of the NBC station; Minneapolis (WDGY) has almost six times the share of audience of the NBC station.

Radio stations are licensed by the FCC to serve "in the public interest." We program our stations in such a way as to make them appealing to the greatest number of people. Isn't it logical that if we have over 40% of the available audience in Kansas City, for instance, that we must be succeeding in upholding our obligation to the Commission and to the public?

We are convinced that the size of a station's audience closely parallels the entertainment value of the programming content offered and the over-all service provided to the station's listening area. As an organization, we concentrate much of our time and energy in trying to assure maximum audience appeal in everything we do. Our overall programming is designed not only to attract and entertain, but to inform and to serve our vast and growing audiences.

At times, it seems that nobody likes our programming but the listeners.

And one final thought. If the executives at NBC believe their survey is truly valid, they should immediately communicate with the executives at another RCA subsidiary. They should talk to RCA Victor because RCA Victor has an exclusive recording contract with Elvis Presley (perhaps the greatest of the Top 40-ers). Knowing now that the Top 40 is doomed, RCA will probably wish to drop the $1,000 a week contract with Presley and put him up for grabs. Even Mitch Miller might be interested!

> "NBC should now make an effort affirmatively to regain its lost stature by better programming instead of criticizing any competitor. With intelligent planning there may yet be found a way for NBC Radio to survive."

GORDON McLENDON, *president, McLendon Corp. (KLIF Dallas, KILT Houston, KTSA San Antonio, KEEL Shreveport; WGRC Louisville):*

We do not feel that we can properly comment upon this NBC Spot Sales report since none of the McLendon stations resemble any of the stations described. Our two most recent national awards from Sigma Delta Chi and National Headliners for consistently outstanding radio journalism, our extraordinary mobile coverage, our recognition as a pioneer in the field of editorialization, our number of national public service awards and varied music clearly make it impossible to classify us with any type of station described, network or independent.

While we are thus not directly concerned in the matter, it still seems to us that the continuation of such negative surveys by NBC can only damage both NBC and the entire radio industry.

Having lost the battle of network as well as local audience, having lost the ratings fight, and having lost the commercial struggle, NBC should now make an effort affirmatively to regain its lost stature by better programming instead of criticizing any competitor, network or independent. While we are sympathetic with NBC Radio's desperate plight, and cannot help but feel sad about the demise of this great radio name, we would hope that future NBC surveys might direct themselves to affirmative improvement of that network. With intelligent planning there may yet be found a way for NBC Radio to survive.

> "Plough stations in 1957 carried the advertising of 472 national spot accounts and 978 local accounts. Not one was on the air trying to sell bubble-gum or white buckskin shoes."

HAROLD D. KRELSTEIN, *president of Plough radio stations (WMPS Memphis, WJJD Chicago, WCOP Boston, WCAO Baltimore) and vice president of Plough Inc.*

If NBC Spot Sales and the timebuyers who answered the questions given them presuppose that all Top 40 radio stations in America are as alike as peas in a pod, then there is a premise for assuming that the Top 40 stations as such could conceivably be in trouble.

However, since you can no more group or classify a station as a Top 40 station than you can mix eggs with coconuts, the article and the answers to the questions would tend to prove conclusively that NBC Spot Sales was obviously trying to build a case in defense of the network stations it represents, And to that extent has failed. Any good national representative organization, the bulk of whose clients are non-network stations can without difficulty find more holes in the questions and the answers (which are completely contradictory) than there are in a piece of Swiss cheese.

The non-network stations of today by and large get and hold more than the lion's share of local business so it must be assumed that a local advertiser is certainly qualified to evaluate the radio stations in his area.

The dollars of the purely local advertiser are required to produce much more effective and immediate results than are those of a national advertiser and for completely obvious reasons. The aggressive, imaginative operation of a non-network station usually has a radio station that is far more completely integrated into his community than a network station. As for our own stations in 1957, the four Plough Inc. radio stations ran 187,344 public service announcements and 6,392 public service programs of five minutes or more for hundreds of organizations and services—just one of the reasons why Plough Inc. stations are an integral part of their communities.

Strangely enough, most network stations in this country, regardless of their affiliation, are completely mimicking their non-network brethren when they themselves are required to program locally due to the fact there is often no programming service available to them from the network.

In the days when advertising agencies were sold on network for their clients, the affiliates did have the so-called variety programming in quantity, because in the main the agencies were programming the networks. Unfortunately, today network programming is skeletonized because the networks themselves will not consistently invest money in programming and there are

Independents shoot back at 'Top 40' survey CONTINUED

not sufficient radio network advertisers around to pick up the program tabs.

The four Plough stations in 1957 carried the advertising of 472 national spot accounts and 978 local accounts. I can truthfully say that not one of these advertisers was on the air trying to sell bubble gum or white buckskin shoes. To the contrary, they were selling food, drugs, automobiles, pianos, trailers, real estate, and successfully so.

As for programming to adults, our facts and figures would tend to prove that we are reaching Mr. and Mrs. Buying American, the majority of whom are under 45 years of age. We would like NBC Spot Sales or anybody else to show us what advertising dollars are being spent by American industry to reach the consumer beyond that age.

"Radio's best people are now in modern radio. The networks wrote off radio during television's ascent and have never since been able to attract top manpower."

GERALD A. BARTELL, *Bartell Family Radio Group (WOKY Milwaukee, KYA San Francisco, KCBQ San Diego, WYDE Birmingham, WAKE Atlanta, WILD Boston):*

Network programming generally has not been successful. In almost every major market the melancholy story of rag-tag and non-sequential programs has been repeated. It is difficult to evade the conclusion that networks are no longer capable of capturing the dominant radio audience and network affiliates have not been quick to compete on local terms. Because of many years of reliance upon the networks they have atrophied by the disuse of the creativity they may have possessed.

National spot moved to the stations with audience. Having struggled desperately, but futilely, to attract a dominant audience, network salesmanship and public relations have taken over. Large audiences are no longer fashionable, we are told. The fact that local advertisers too have deserted to modern radio is unimportant, says network research. Adults are reached only by "varied" programs, concludes the network.

No amount of network salesmanship or slick public relations can deny that modern radio in every major market has a larger adult audience by far than its network competition—not necessarily by a manipulation of percentages figures, but by actual numbers. The objective Adam Young-Pulse study, "The Audience of Modern Radio," analyzes the quality and composition of audiences in ten major markets [STATIONS, June 2]. Network stations are shown in an "also-ran" position. So audience research does not answer the network's problems.

Radio's best people—in management, programming, talent—are now in modern radio. Network radio has been pauperized of personnel. The networks wrote off radio during television's ascent and networks never since have been able to attract top manpower.

Any survey geared to a predetermined conclusion adds nothing to the body of competent research.

It would be foolhardy to write off the networks. But indications are that they are still looking backward.

"Without the leadership shown by the current 'greats' of radio, NBC Radio Spot Sales would probably be a very unprofitable operation and the NBC network would have very little business to steal. NBC is still in the radio business because with their usual efficiency they forgot to bury the body."

ADAM YOUNG, *president, Adam Young Co.:*

The NBC study showing how 258 timebuyers rank radio station formats is its own best evidence that this one-time leader in the industry is now running scared. Conducting such non-objective research with a "loaded questionnaire" is the best evidence that this is a fact. A few years ago, the NBC research department woud never have been a party to this kind of survey.

The radio division of NBC Spot Sales is making money today because while its own parent organization showed every evidence of turning its back on radio, other progressive operators who believed that the medium had a future made some major contributions to the industry. As a result, spot radio became alive and network radio died. Without the leadership shown by the current "greats" of radio, NBC Radio Spot Sales would probably be a very unprofitable operation and the NBC network would have very little business to steal.

To sum this up, NBC is still in the radio business because with their usual efficiency they forgot to bury the body.

There are some top-notch NBC affiliates today and we never underestimate them. They are good, however, because of their own local programming which is similar to that of the modern station operator.

NBC's obvious rigging device in this survey has been to over-simplify very complex problems of programming. Thus, the questionnaire divides radio stations into three categories: as NBC labels them, Top 40 or rock-and-roll, standard programming and varied programming.

This seems the most obvious bias and fallacy of the entire study. Modern radio, as we champion and sell it, cannot be characterized by a one-word or one-phrase description. Modern radio is a combination of many different elements. Modern radio is based on the concept of programming under the absolute control of astute management. This means that the public is not allowed to dominate the station's programming through Top 40 lists, nor are air personalities permitted to impose their taste on the public.

Another patent bias in the NBC questionnaire is the tacit appeal to the above average taste of advertising agency personnel. We are, after all, supposedly the ultra-sophisticates in the business of persuading others; we compliment ourselves in our perceptive and acute sensibilities.

It is the responsibility of the timebuyer, however, to make the best buy for the advertiser on known facts about the audience reached. When a buyer permits his own personal preferences in programming to interfere, he is doing his client a great disservice. All conscientous buyers know this.

It is well to remember that:

All kinds of radio can be good.

All listening to radio is beneficial to the industry.

All programming causing more listening to radio is important to us all.

"If a buyer gets caught in the web of a prejudiced survey and buys only a small circulation station with 'varied programming' he likes, he will more than likely end up with: (a) an unhappy client, (b) a broke client, (c) no client at all."

ARTHUR H. McCOY, *executive vice president, John Blair & Co.:*

If the panel is a true reflection of all the active and up-to-date buyers of radio time, then it is obvious we—and all sellers of local time—have done an incomplete job of telling the story of local radio programming—spot radio's exclusive domain. However, we seriously question the true cross-section character of the panel.

This study indicates to us the immediate need for the John Blair report we will release this month on local radio programming. This book will be delivered to all major advertisers and agencies for the primary purpose of helping them better understand the many facets of programming. Too many selfish parties—or ignorant bystanders—have muddied up the water. What knowing broadcaster would settle for these three definitions of local programming? (1) Top 40, (2) standard music and news, (3) varied.

Just like the CBS so-called "believeability" study, this NBC timebuyers panel survey is rigged for the selfish aims of the networks. Of course, NBC Spot Sales wants the answers to come out in favor of "varied programming" since that's their interpretation

of a station carrying NBC as much as that network will program and filling in with equally "varied" local programs.

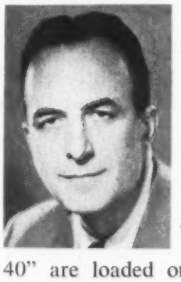
Like several other independent representatives we are in an especially fortunate position in that we represent stations of all kinds. We happen to have more network affiliated stations than independents. But that doesn't mean that only our network stations present "varied programming." Far from it. All local programming on our stations—and on any well-run station—is varied. But varied to the tastes of the people in the area served by our stations.

Timebuyers who are up-to-date on the complicated business of local programming look first of all for a very important ingredient not even mentioned by NBC—the station ownership and management. All considerations for depth understanding of the business under study must start there. The sounds that come out of a station are a direct reflection of the manager. And the ability of the manager to really reach his market (the masses the advertiser needs to move enough merchandise to affect his profit statement) is shown in circulation figures like Pulse, Hooper and Trendex. If a buyer gets caught in the web of a prejudiced survey and buys only a small circulation station with "varied programming" he likes he will more than likely end up with: (a) an unhappy client, (b) a broke client, (c) no client at all.

I wonder how meaningful a survey would be among station managers or representatives about the complicated business of writing copy, or buying time, or running an advertising agency? We hope our book will give advertiser and agency executives a better appreciation of the complications, the "blood, sweat, and tears" that go into local programming. Then when any biased survey comes their way, they will know better the pitfalls—and the manner in which they're being used to further the causes of selfish parties.

"There are many elements beside music which combine to make a successful radio station. Management is the single most important."

MORRIS KELLNER, *vice president in charge of radio sales, The Katz Agency, New York:*



The NBC Spot Sales timebuyer opinion panel survey unfortunately comes up with platitudes instead of new or enlightening information. NBC didn't have to ask the questions because the labels "Top 40 tunes stations" and "rock 'n' roll" or "Top 40" are loaded ones. Anyone could have told how the answers would have come out considering this wording.

There are many elements beside music, too numerous to list here, which combine to make a successful radio station. Management is the single most important element. Buyers know that good network stations and good independent stations have the locally-produced programs that acquire large audiences of responsive customers.

'COLOR RADIO'—A ROSY STORY

The frequently expressed opinion that Top 40 programming is strictly for teenagers is just plain not so, according to Robert M. Purcell, president and general manager of KFWB Los Angeles.

KFWB on Jan. 1, 1958, inaugurated a kind of programming which the station calls "color radio" and which is firmly based on the "Fabulous 40" tunes of the week as picked by KFWB's "Fabulous 40" survey of record sales and reports from a "Committee of 500" organized by the station's veteran disk jockey, Al Jarvis. "Color radio" also embraces such features as the hourly broadcasts of "electronic news" and a continuing stream of contests offering small cash awards to alert and lucky listeners plus longer contests with major prizes such as an automobile or the payment of a year's normal telephone bills.

ROBERT PURCELL

But the Fabulous 40 is the solid base of KFWB's new programming and no tunes but the Fabulous 40 are broadcast. This does not mean an exclusive musical output of rock and roll, although about half of the tunes fall into that category. The KFWB Fabulous 40 for the week ended June 28 included 18 numbers that were strictly rock and roll and two ballads with a rock-and-roll beat. It also included 10 ballads definitely not of the rock-and-roll genesis, four songs with Latin American rhythm, four numbers of the pop spiritual variety and one hillbilly tune. Of the 40, 37 featured vocalists and only three were entirely or chiefly instrumental.

Growth of Audience

The result of this kind of musical programming, Mr. Purcell reports, has been an enormous increase in KFWB's audience. From winter to spring KFWB's share-of-audience for all rated time periods went up 47.7% according to Hooper, 44.8% according to Nielsen and 34.7% according to Pulse.

Who are these new listeners? Are they all live-at-home juveniles with little money to buy and less interest in buying the foods and drugs and clothes and household goods the advertisers want to sell? Or are they the housewives who do most of the buying for their homes and families?

KFWB wanted to know. So did a number of its long-time clients, who were not at all sure that "color radio" was the right formula for them. Several of them decided to test it for themselves in a way that would prove to them whether KFWB was delivering adult listeners or only kids. Here's what happened, as reported by Mr. Purcell:

"An account we have had on the air at least 10 years is Standard Federal Savings and Loan. The audience they must have can only qualify as being adult since they are interested in the problems of banking and saving. This account has had an offer on the air which is a booklet called *California Here I come*. This account has used this particular offer for so many years on so many programs that they can calculate with almost mathematical certainty their results.

"Prior to our going to our color programming concept their program was a 10-minute talk program consisting of news and sports. This program was in conflict with our concepts, but we were able to persuade them that our new programming would be beneficial to them and that they should give it a try and they changed their basic program to conform with our thinking except that the offer remained the same. The result is that they have doubled their results on the basis of inquiries and these are, mind you, adult inquiries.

Ten-Fold Increase

"Dale Dance Studios qualifies its leads to 18 years or older. As you well know a dance studio has more appeal to the adult person who never learned to dance than to today's youngster who is born dancing. This account had used KFWB prior to our new color radio programming and continued to use us after we initiated this program policy. Their results increased ten-fold and again I point out these are adults.

"Perhaps the most illustrative test was one devised by Boy's Markets. They broadcast on their program during the adult listening hours, or during the period that children and teenagers would normally be in school, a special price on bananas. On May 7, the Boy's Market ran a 'test' on KFWB and they made it as difficult for the station to pass as possible.

"During the 9:30 a.m.-3:30 p.m. period only on Wednesday, May 7, they ran announcements about a banana special for KFWB listeners only. The only way a listener could take advantage of the special 8¢ per pound price (posted price in the stores was 18¢ per pound) was to mention the KFWB special at the checkout counter. The announcements were run on only one day—Wednesday—and listeners had to take advantage of the special on the same day.

"One Boy's Market alone reported that 300 people had mentioned KFWB going through the checkout counter!"

Libbey-Owens-Ford uses network tv to fire sales all down marketing line

"The fact that Libbey-Owens-Ford was going to spend a large sum of money to advertise products which they sell made a deep impression upon our distributors," recalls LOF's advertising manager Franklyn R. Hawkins.

Mr. Hawkins refers to the LOF (a big name in the glass industry) presentation last April to more than 500 people made up of glass distributors and the company's sales organization meeting at Florida's Hollywood Beach Hotel. Revealed were Libbey-Owens-Ford Glass Co.'s tv advertising plans for the summer.

Basically this advertising plan includes a set of new tv commercials on NBC-TV's *Perry Mason Show* on behalf of door mirrors, window glass, Thermopane for homes and safety plate glass. So far as LOF knows, this will be the first time that any of the four products will be advertised on a national network show. (The new commercials were made by Television Graphics Inc., New York.)

Tied in with this spirited network spree (a 13-week segment in the warm season) is a closely knitted promotion involving distributors. Commercials on *Perry Mason* invite viewers to learn the supply source (that is who sells the products) from Operator 25, Western Union.

Notes Mr. Hawkins, "The effect of our presentation was electric. . . . Some of them [distributors] phoned their local stations from Hollywood Beach to reserve time for spots following the *Perry Mason Show*. We do not yet have a complete report on how many distributors (and in a few cases glass dealers) are buying tv time on their local stations to identify themselves as sources . . . I can only say that I am amazed at the number who have done so."

It was estimated that two weeks after the first opportunity was given LOF's distributors and mirror manufacturing customers, about 26,000 names had been received by the Toledo company's advertising department. The names were typed on 3 x 5 inch cards and sent to Western Union for redistribution to "Operators 25."

Promotion kits were distributed to LOF sources urging them to tie-in with Operator 25 by sponsoring tv spots on their own. To help local tie-ins, LOF's kit contains suggested commercials; tells "how to set up your tv advertising" ("Try to get an adjacent spot, usually 10 or 20 seconds long" but it "may already be sold—don't let that discourage you"); relates what materials are available from LOF and how to use the tv material. In addition, the kits give time costs (stations scheduled to carry *Perry Mason* and their time charges).

Libbey-Owens-Ford offered its distributors and dealers one-minute open-end filmed commercials (50 seconds from the commercials used on *Perry Mason* and 10 seconds for local identification) covering door mirrors and Thermopane for remodeling; cards for 10-second and 20-second spots for use along with local identification and covering door mirrors, Thermopane for new homes and remodeling, safety glass replacement and window glass. (See illustration of 20-second spot prepared for dealers and distributors.)

The door mirror commercials start next month (July) and will be seen also in August and September. Says Mr. Hawkins: "Naturally, we hope that all of this effort and tv advertising during the summer will stimulate sales of LOF products all the way down to the store which sells to the consumer." (Fuller & Smith & Ross, Cleveland, its agency, also prepared the sales portfolios.) In the past, LOF commercials have appeared on national football telecasts and on *Perry Mason* but were concentrated on "educating" the public "for the first time on the difference in the safety glass used in automobiles."

LOF estimates the network show will bring to its commercials a summertime audience of approximately 16 million viewers. On top of this, local tie-in spots should broaden the audience, cultivate the interest and help stimulate the sales Libbey-Owens-Ford hopes to create.

One of the tv commercials prepared for the network program is a take off on "Mirror, mirror on the wall." Says a woman who looks at her reflection, "You're just not big enough at all!" The commercial goes on to explain why a full length, or door, mirror is needed.

For that matter, the aim of LOF's tv advertising campaign entails more than stimulating sales of its products. A full-length glass on the ad drive would show that LOF, more than other segments of the glass industry, is concerned about the recession. This is because normally LOF counts on well over half of its gross to come from the auto industry (every pane of safety plate glass in any General Motors' car bears the LOF trade mark). Automobile production has been off at least 30 percentage points. The construction industry (LOF supplies window and structural glass) is another big customer for LOF and construction awards reportedly have been off some 9 to 10%.

Accordingly, LOF's push behind its consumer products makes additional sense when placed against this splintered auto-industrial market. The economy is quickly reflected by Libbey-Owens-Ford—and hence its summertime promotion for the advertiser, using the mass consumer medium, television.

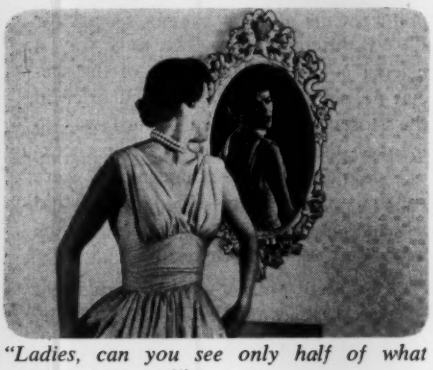
16-Year Grant Tie Ended by Florists

Florists' Telegraph Delivery Assn., Detroit, last week announced it is ending its 16-year relationship with Grant Adv., Chicago. FTDA had earmarked more than 90% of its estimated $2.6 million budget in 1958-59 to alternate-week sponsorship of CBS-TV's *Person to Person* show.

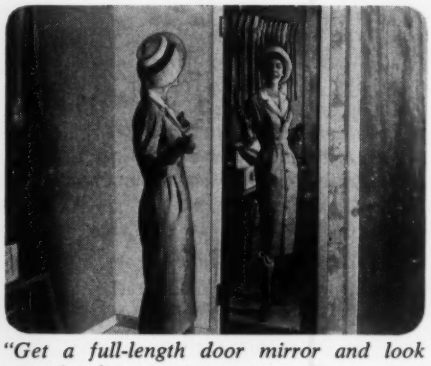
Grant received a 60-day notice of cancellation of its contract with FTDA just as the agency was completing 28 taped commercials for use on *Personal Appearance*, a filmed anthology series, that is replacing *Person to Person* for the summer, starting last Friday (July 4). Continued sponsorship of *Person to Person* by FTDA in the fall is uncertain. The association will have completed its second 13-week cycle in the Friday, 10:30-11 p.m. period by mid-September, and need not exercise its option beyond that date.

Lawrence A. McIntosh, executive vice president of Grant, said no specific reason was given to the agency for the change. It was reported that FTDA's heavy investment in tv to the virtual exclusion of participation in other media may have contributed to the decision. It is known that some members of the association are unhappy about the heavy concentration in television.

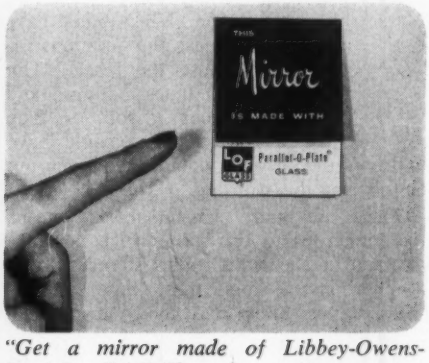
FTDA's 11,000 florist members in the United States and Canada support its advertising and promotion program. Up to this year, the budget had been largely in print media, particularly newspapers. Shortly after the association announced its entry into tv on a regular basis last spring, reports



"Ladies, can you see only half of what you want to see?"



"Get a full-length door mirror and look your loveliest from top to toe."



"Get a mirror made of Libbey-Owens-Ford Parallel-O-Plate glass . . ."

BALTIMORE SUCCESS STORIES

Ran Sunpapers JUNE 7

TV SUCCESS STORY

A. L. WEBB & SONS, INC.

Ever since the beginning of our spot advertising campaign on your station, WMAR-TV, Channel Two for Fabulon, the fabulous floor finish, sales on this amazing product have increased beyond expectation.

Thanks to you and your staff, particularly ANN MAR , for the wonderful station cooperation.

CHARLES D. WEBB, *Pres.*
A. L. Webb & Sons, Inc.

WMAR-TV
Channel 2, Bal
Sunpapers' Te
"MARYLAND'S
TELEVISION S

Ran Sunpapers MAY 31

TV SUCCESS STORY

CLOVERLAND DAIRY

Ten years is a long time but I still remember that Cloverland Dairy was the first dairy to advertise on WMAR-TV, Channel 2.

As I recall it, WMAR's camera men shot a picture of Lotta Cream, the Cloverland Cow—and Dave Stickle did the narration. When you consider that Cloverland Dairy has been advertising consistently on WMAR-TV, Channel 2 ever since, it would seem that those ten same years also constitute a success story.

ARTHUR BOOTH
Vice President
Bozell & Jacobs, Inc.
Advertising & Public Relations

WMAR-TV
Channel 2, Baltimore
Sunpapers' Television
"MARYLAND'S PIONEER TELEVISION STATION"

Ran Sunpapers JUNE 14

TV SUCCESS STORY

CITIES SERVICE OIL CO.

Where can a company, wishing to reach the motoring public with news of high quality products and a real desire to serve, get wide coverage with great public acceptance? Cities Service Oil Company solved this advertising problem by sponsoring the "Sports Picture" show on WMAR-TV, Channel 2 from 6.55 to 7.00 p.m. Mon., Wed. and Fri.

This show, ably announced by George Rogers has proved to be an excellent vehicle for Cities Service in the Baltimore area. We know that as we expand to better serve our customers that WMAR-TV's staff will be on the job telling the public about our premium petroleum products and our pledge of quality service.

MR. W. J. MEIGHAN
Reg. Sales Manager

WMAR-TV
Channel 2, Baltimore
Sunpapers' Television
"MARYLAND'S PIONEER TELEVISION STATION"

Ran Sunpapers JUNE 21

TV SUCCESS STORY

MARY DEE MFG. CO.

Our promotion for our client, Mr. Leon Doline ,of Mary Dee Manufacturing Co., Baltimore, manufacturer of CARRY-ETTE, The Wonder Bag of 1000 Uses, illustrates conclusively that WMAR-TV produces immediate and tangible results.

The schedule of one-minute commercials on Ann Mar's The Woman's Angle produced orders for CARRY-ETTE beyond our greatest expectations. The response is specially noteworthy because each mail order was accompanied by cash, check, or money order. Much of the credit goes to Ann Mar, her staff and the WMAR-TV technical department, whose sincere interest and cooperation made this success possible.

Many thanks!

THE HOLEN
Advertising Agency, Inc.

WMAR-TV
Channel 2, Baltimore
Sunpapers' Television
"MARYLAND'S PIONEER TELEVISION STATION"

Measured Coverage Area

CBS TELEVISION

In Maryland, most people watch WMAR-TV 2

SUNPAPERS TELEVISION BALTIMORE, MARYLAND

Telephone Mulberry 5-5670 TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

Represented by THE KATZ AGENCY, Inc., New York, Detroit, St. Louis, San Francisco, Chicago, Atlanta, Dallas, Los Angeles channel

IN INLAND CALIFORNIA (AND WESTERN NEVADA)

BEELINE® RADIO

delivers more for the money

Beeline stations provide complete sports coverage including live broadcasts of outstanding local events. Four of the Beeline stations carry San Francisco Giant baseball. Beeline stations also coordinate with Bee newspaper sports staffs to insure thorough coverage and keep the sports audience tuned to the Beeline in the Billion Dollar Valley of The Bees.

These mountain-ringed radio stations, purchased together, deliver more radio homes than any combination of competitive stations . . . *at by far the lowest cost per thousand.*

(Nielsen & SR&D)

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA
Paul H. Raymer Co.,
National Representative

circulated that some local florists, at the prodding of local newspapers, complained to FTDA about its large investment in tv.

John L. Bodette, general manager of FTDA, denied that these complaints had caused the break. He declined "to discuss further the reasons for the change." A Grant spokesman acknowledged disaffection of some FTDA members with the investment in tv "may have been partially responsible for the break," but added, "for our part, we can only say that business has continued to rise in this period, so can anyone say it was a bad move? We are puzzled and completely surprised by the change. We have seen this account's sales grow from some $10 million annually to $56 million."

Mr. Bodette said FTDA "has been working on the matter of a new agency for some time." He said about six agencies will be invited to make presentations for the account and on Aug. 20 the agency that survives will repeat its presentation to the FTDA board.

Mr. McIntosh said Grant was gratified with the contributions it had made over the past 16 years in the growth of sales by FTDA. He said that indications are that this year the sales increase will be the largest in a decade.

L&N Reaches Merger Accord With Merchandising Factors

Lennen & Newell, New York, close to reaching a merger agreement with the industrial-heavy Buchanan & Co. agency [ADVERTISERS & AGENCIES, June 30] last week confirmed long-standing reports it would merge with Merchandising Factors Inc., West Coast agency with billings in excess of $4 million.

Acquisition of Merchandising Factors strengthens L&N's western operation by giving it additional offices in Seattle and San Carlos, Calif. L&N will move its physical operation and personnel out of its present San Francisco offices at 235 Montgomery St. to those now occupied by MF at 315 Montgomery St. Arrangements for the San Carlos and Seattle offices are yet to be made, according to John D. Speirs, vice president-secretary-treasurer of Lennen & Newell.

MF President Marshall J. Weigel will become senior vice president of L&N and will head that agency's West Coast operations, with offices in Los Angeles, San Francisco, Seattle and San Carlos. Merchandising Factors' client list of 45 accounts, includes several divisions of Crown-Zellerbach Corp. (paper), Simpson Timber Co. and Transamerica Corp.

College Football to be Taped; Carried Over Tex.-N. M. Network

Highlights of the Southwest Conference football games will be videotaped next season and telecast the following afternoon over 20 Texas-New Mexico stations.

KPRC-TV Houston, KRLD-TV Dallas or WOAI-TV San Antonio—depending on which is nearest the game—will originate the series, a report from Redwood City, Calif., home of Ampex Corp., states. The station will cover "The Game of the Week," as chosen by conference representatives, with four tv cameras. They will relay the coverage to the studio where it will be videotaped, edited into 30 minutes and dubbed with a commentary. The game's highlights will go out to the 20-station network together with interviews with football personalities.

NBC Radio to Cooperate In Food Industry Promotion

NBC Radio is cooperating with Grocery Mfrs. of America and leading food retailers in a promotional campaign to acquaint the American public with contributions of the food industry to the nation's economy.

Details of the project were announced last week by Matthew J. Culligan, vice president of NBC Radio. These include presentation of a special series of panel discussions by leaders of the GMA on NBC Radio's *Monitor* program July 11-12; a five-week net-

LATEST RATINGS

NIELSEN

TOP 10 NETWORK PROGRAMS

Tv Report for May 25-June 7

TOTAL AUDIENCE†

Rank	No. Homes (000)
1. *Gunsmoke*	17,888
2. *Wells Fargo*	14,534
3. *Have Gun, Will Travel*	14.018
4. *I've Got a Secret*	13,545
5. *Twenty-One*	13,072
6. *Wagon Train*	13,072
7. *Danny Thomas*	12,470
8. *Perry Como*	12,427
9. *Ed Sullivan*	12,427
10. *Playhouse 90*	12,384

Rank	% Homes*
1. *Gunsmoke*	42.6
2. *Wells Fargo*	34.6
3. *Have Gun, Will Travel*	33.6
4. *I've Got a Secret*	32.1
5. *Twenty-One*	31.3
6. *Wagon Train*	31.2
7. *Playhouse 90*	29.8
8. *Danny Thomas*	29.7
9. *Perry Como*	29.6
10. *Ed Sullivan*	29.5

AVERAGE AUDIENCE‡

Rank	No. Homes (000)
1. *Gunsmoke*	16,856
2. *Wells Fargo*	13,287
3. *Have Gun, Will Travel*	13,201
4. *I've Got a Secret*	12,212
5. *Twenty-One*	11,911
6. *Danny Thomas*	11,309
7. *Lineup*	11,137
8. *Alfred Hitchcock*	10,879
9. *Red Skelton*	10,793
10. *Wagon Train*	10,578

Rank	% Homes*
1. *Gunsmoke*	40.2
2. *Have Gun, Will Travel*	31.7
3. *Wells Fargo*	31.6
4. *I've Got a Secret*	28.9
5. *Twenty-One*	28.6
6. *Danny Thomas*	26.9
7. *Red Skelton*	26.8
8. *Lineup*	26.6
9. *Alfred Hitchcock*	26.3
10. *GE Theatre*	25.4

Copyright 1958 A. C. Nielsen Co.

VIDEODEX

TOP 10 NETWORK PROGRAMS

Tv Report for June 2-8

Rank	% Tv Homes
1. *Perry Como*	35.8
2. *Wells Fargo*	35.6
3. *Gunsmoke*	34.6
4. *Wyatt Earp*	32.9
5. *Restless Gun*	32.6
6. *Have Gun, Will Travel*	29.0
7. *Dinah Shore*	27.0
8. *I've Got a Secret*	26.9
9. *Twenty-One*	26.3
10. *Lineup*	26.2

Rank	No. Tv Homes (000)
1. *Perry Como*	12,450
2. *Wells Fargo*	12,273
3. *Gunsmoke*	12,253
4. *Wyatt Earp*	10,995
5. *Restless Gun*	10,763
6. *Have Gun, Will Travel*	9,963
7. *I've Got a Secret*	9,377
8. *Dinah Shore*	9,357
9. *Danny Thomas*	9,267
10. *Lineup*	9,200

Copyright Videodex Inc.

(†) Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.

(‡) Homes reached during the average minute of the program.

* Percented ratings are based on tv homes within reach of station facilities used by each program.

BACKGROUND: The following programs, in alphabetical order, appear in this week's BROADCASTING tv ratings roundup. Information is in following order: program name, network, number of stations, sponsor, agency, day and time.

Perry Como (NBC-163): participating sponsors, Sat 8-9 p.m.

Gunsmoke (CBS-161): Liggett & Myers alt. (D-F-S), alternating with Remington Rand (Y&R), Sat. 10-10:30 p.m.

GE Theatre (CBS-154) GE (BBDO), Sun. 9-9:30 p.m.

Have Gun, Will Travel (CBS-125): Lever (JWT), American Home (Bates), Sat. 9:30-10 p.m.

Alfred Hitchcock (CBS-145): Bristol-Myers (Y&R), Sun. 9:30-10 p.m.

I've Got a Secret (CBS-198): R. J. Reynolds (Esty), Wed. 9:30-10 p.m.

Lineup (CBS-162): Brown & Williamson (Bates), Procter & Gamble (Y&R), Fri. 10-10:30 p.m.

Playhouse 90 (CBS-134): participating sponsors, Thurs. 9:30-11 p.m.

Restless Gun (NBC-107): Warner-Lambert (SSC&B), Mon. 8-8:30 p.m.

Dinah Shore (NBC-160): Chevrolet (C-E), Sun. 9-10 p.m.

Red Skelton (CBS-190): Pet Milk (Gardner), Tues. 9:30-10 p.m. (FC&B), Tues. 9:30-10 p.m.

Ed Sullivan (CBS-174): Mercury (K&E), Kodak (JWT) Sun. 8-9 p.m.

Danny Thomas (CBS-158): General Foods (B&B), Mon. 9-9:30 p.m.

Twenty-One (NBC-150): Pharmaceuticals Inc. (Kletter), Mon. 9-9:30 p.m.

Wagon Train (NBC-152): Lewis Howe (M-E), Drackett (Y&R), and Edsel (FC&B), Wed. 7:30-8:30 p.m.

Wells Fargo (NBC-147): Buick (M-E), American Tobacco (SSC&B), Mon. 8:30-9 p.m.

Wyatt Earp (ABC-103): General Motors (D-F-S), Procter & Gamble (Compton), Tues. 8:30-9 p.m.

work promotion titled "Summertime Is Outdoor Eating Time," and a campaign scheduled for the fall, "Good Eating for Better Living." The 200 NBC Radio affiliates will support the network's activity by cooperating with local stores and providing window streamers, publicity releases and editorial matter for on-the-air use.

Mayers, C&W Dissolve

The Mayers Co. on July 1 resumed that name and its operation as an independent Los Angeles agency after 18 months of service as the Mayer Div. of Cunningham & Walsh. Dissolution of the merger had been announced in March for next Oct. 1. [ADVERTISERS & AGENCIES, March 24] but the six-month interval was shortened to three.

Only change accountwise at Mayers is that the Sears Roebuck national advertising which had been handled out of the Mayers office will henceforth be an account of the Chicago office of C & W. Mayers retains the Sears store in Los Angeles and all its other accounts. He also will continue as a consultant on the national Sears advertising for a number of years.

Lestoil Signs FTC Consent Decree

A consent decree in which Adell Chemical Co., Holyoke, Mass., agrees to warn purchasers that its Lestoil detergent is combustible and shouldn't be used near a flame or extreme heat has been reported by the Federal Trade Commission.

The FTC's complaint of Feb. 7 charged Adell demonstrated Lestoil on tv commercials in situations considered unsafe and failed to give proper precautions for use.

BUSINESS BRIEFLY

WHO'S BUYING WHAT, WHERE

'IMPACT' WEEK • CBS Radio last week signed new business and renewals representing $913,800 in gross billing, according to John Karol, network's vice president in charge of sales. Advertisers and their purchases: Rambler Div. of American Motors Corp., through Geyer Adv., 38 *Impact* segments for four weeks starting July 3; Hearst Publications (*Good Housekeeping* magazine), through Grey, ten 7½-minute units of CBS Radio daytime serials, July 16, 17 and 18; Grove Labs, via Gardner, 10 units of daytime serials and five "Impact" segments per week for 24 weeks, starting Sept. 28; Sterling Drug, through Dancer-Fitzgerald-Sample, two additional "Impact" segments each weekend to run through this month, and Kitchens of Sara Lee Inc., via Cunningham & Walsh, renewal of quarter-hour of *Arthur Godfrey Time* for 52 weeks beginning Sept. 19.

LAW, LOVE AND LOOT • Lever Bros. (Dove beauty bar, All detergent), N. Y., through Ogilvy, Benson & Mather, last week signed for half of new nighttime hour-long version of *The Verdict Is Yours* (CBS-TV, Thurs., 8:30-9:30 p.m., EDT). Lever also has renewed its quarter-hour segment sponsorship of network's *For Love or Money* and *Play Your Hunch,* and this fall will pick up alternate-week quarter-hour sponsorship of *Verdict* daytime version.

MOTORS STILL RUNNING • General Motors Products of Canada Ltd., Oshawa, Ont. (automobiles and appliances) has renewed for next fall its hour-long live television plays, *General Motors Presents,* on CBC national tv network. Series has been sponsored by GMPC since 1953, and will return in mid-September on Sunday evenings instead of present Tuesday evening spot. Agency is MacLaren Adv. Ltd., Toronto.

'AMATEURS' ON MOVE • Pharmaceuticals Inc., N. Y., has decided to stick with *The Original Amateur Hour* but on another network. Show—previously slated to be dropped after the summer—will be seen next fall (starting Oct. 26) on CBS-TV, Sunday, 5:30-6 p.m. Program currently is on NBC-TV, Saturday, 10:10:30 p.m., EDT. Agency is Parkson Adv., New York.

BABBITT RETURNS • American Tobacco Co. (Pall Mall) on July 28 renews for 13 weeks *Harry Babbitt Show* on 22 CRPN stations, alternating Mon.-Wed.-Fri. and Tues.-Thurs. at 7:45-8 a.m. PDT. Agency: Sullivan, Stauffer, Colwell and Bayles, N. Y.

GO FOR GUN • Procter & Gamble and Sterling Drug have signed for alternate weeks of *The Restless Gun* on NBC-TV, Mon. 8-8:30 p.m., for next season. P&G's order, placed through Leo Burnett Co., Chicago, and Sterling's via Dancer-Fitzgerald-Sample, N. Y.

SOUP SELECTION • Campbell Soup Co., Camden, N. J., will sponsor *Donna Reed Show,* family comedy series on ABC-TV, Wednesdays, 9-9:30 p.m. on ABC-TV starting Sept. 24. Agency is BBDO, N. Y.

ADVENTURERS • American Home Products, Whitehall Labs. Div., N. Y., through Ted Bates & Co., N. Y., and Liggett & Myers Tobacco Co. (L&M filter cigarettes), N. Y., through Dancer-Fitzgerald-Sample, N. Y., have signed for Screen Gems' new half-hour adventure-spy series, *Behind Closed Doors,* over NBC-TV (Thurs., 9-9:30 p.m.), beginning next fall.

AMIGO SHOW • General Dynamics Corp., N. Y., Friday (July 4) sponsored half-hour public service dramatic documentary program, *The Faces of the Mountain,* in 70 Latin American markets. Placed direct by advertiser, *Faces*—Spanish-language program dealing with the U. S. heritage reflected in stone carvings at Mount Rushmore, S. D.—was fed in short wave bands by international broadcast station WRUL New York. Spokesmen for World Wide Broadcasting System said last week that while no advertising message was carried, General Dynamics paid for both time and production.

AGENCY CONTROL • Though it's cognizant of trend away from agency created-and produced shows, Chicago office of Erwin Wasey, Ruthrauff & Ryan reports unqualified success with own control over cer-

New Nielsen: The commercial reach of radio

The far, fast reach of radio as a sales medium is dramatized in a special compilation of "campaign results" prepared by A. C. Nielsen Co. It shows how many homes a group of radio advertisers were able to reach with how many commercial messages during four weeks of their respective network radio campaigns. The figures take into account all programs and participations used by each advertiser on a given network. Compiled from the first Nielsen Radio Index pocketpiece for May, the special study follows:

AUDIENCES REACHED

Sponsor	No. B'dcasts Aired	No. Different Homes Reached (000)
BRISTOL-MYERS	236	14,507
FORD DIV.-FORD MOTOR	104	13,841
MIDAS INC.	171	12,764
BROWN & WILLIAMSON	168	12,611
CALIFORNIA PACKING	172	12,047
CHEVROLET DIV.-GEN. MOTORS	68	11,227
PROCTER & GAMBLE	158	11,124
PLOUGH INC.	103	10,714
EX-LAX INC.	91	10,201
AUTOMOTIVE DIV.-AMER. MOTORS	88	9,074

COMMERCIAL MINUTES

Sponsor	No. Comm'l Minutes Aired	Total Comm'l Minutes Delivered (000)
FORD DIV.-FORD MOTOR	220	156,500
BRISTOL-MYERS	179	119,600
WM. WRIGLEY JR. CO.	120	80,200
BROWN & WILLIAMSON	126	79,800
MIDAS INC.	128	79,300
CALIFORNIA PACKING	129	77,900
CHEVROLET DIV.-GEN. MOTORS	85	51,600
UNITED MOTOR DIV.-GEN. MOTORS	60	50,700
EX-LAX INC.	68	49,600
BRISTOL-MYERS	49	48,500

Note: Data shown is for campaigns on individual networks.

tain network radio properties. As examples, agency cites Pat Buttram *June Entertainment* and *The Peter & Mary Show*, both on CBS Radio, which it creates, writes and directs. Results, according to EWR&R: good ratings and happy sponsors. Such control, it feels, provides better integration of commercials and programs designed to fit product image. Additionally, performers become more identified as "product spokesmen" than "network personalities," as in case of Peter Lind Hayes and Mary Healy for A. E. Staley Co.'s Sta-Puf and Sta-Flo products.

THAT'S WHY IT BOUNCES • U. S. Rubber Co. probably won't be back on network tv this fall—marking first time in 12 years that firm is out of television. It reportedly won't renew *Navy Log* on ABC-TV and its understood its agency, Fletcher D. Richards Inc., isn't looking at other shows. Reason for cutback is big drop in rubber output—due in part to Detroit auto slump. Tv has taken $2.5 million out of total $7.5 million ad budget over past season. U. S. Rubber was in network tv back in day of "four-station networks" in 1946, has sponsored NBC-TV's *Royal Showcase*, National Collegiate Athletic Assn. football, participated in *Today* and picked up part of *Max Liebman Presents*.

MAYBE YES • Pillsbury Mills Inc., Minneapolis, reported to be nearing decision on purchase of Ziv Television Programs' new half-hour adventure-mystery series, *Dial 999*, in more than 20 southern markets. Final decision expected to be made by advertiser and its agency, Campbell-Mithun, Minneapolis, late this week. New Ziv tv series scheduled to kick off later this summer.

SOMETHING ON A STICK • Lowe Corp. (Fudgsicle, Creamsicle, Popsicle), N. Y., appoints Erwin Wasey, Ruthrauff & Ryan, N. Y., effective July 15. Media plans undetermined, but in past client has used network tv. Account currently is handled by Paris & Peart, N. Y.

Los Angeles Agencies Merge

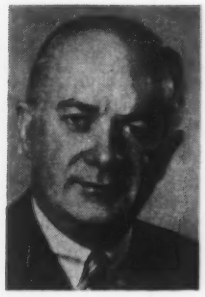
Banning Co., Los Angeles advertising agency, has merged into Reach, McClinton & Co., effective last Tuesday (July 1). William L. Banning, president of Banning Co., Reach-McClinton as account supervisor, according to Harry W. Witt, vice president in charge of RM's Los Angeles office.

Cheshire Merges With Schnitzer

Cheshire Adv. has merged with the Los Angeles office of Bernard B. Schnitzer Inc., it has been announced. Bob Reichenbach, formerly head of Cheshire, is vice president in charge of Schnitzer's new Southern California office. Address: 6606 Selma Ave., Hollywood. Telephone: Hollywood 4-4401. Schnitzer headquarters: 333 Kearney St., San Francisco.

ROBERT HOLBROOK
Board Chairman

BARTON CUMMINGS
President



C. JAMES FLEMING
Executive V.P.

ALFRED SEAMAN
Executive V.P.

Compton 50-Year Mark: $75 Million Annually

The golden age of Compton Advertising —its fiftieth year—begins this month with 24 major advertisers burnishing the occasion with an estimated $75 million in agency billing.

Organized by Oscar H. Blackman and Frank Hermes in 1908 as the Blackman Co., the agency opened for business with five employes and one office located at the Werlitzer Building on West 42nd Street in New York City. Today as it begins its second half-century, Compton lists 750 employes with offices in six cities, and a radio-television department that alone accounts for $42 million in billing for 16 of the agency's 24 major clients.

Although the agency was established as the Blackman Co., it changed its name one year later to Blackman-Ross, when Fred Ross joined the company. It remained under this title until 1920 when Mr. Ross left to form his own firm and the company name reverted to the Blackman Co.

In 1935, the company was reorganized, switching its name to Blackman Advertising. On Jan. 1, 1937, the agency took its present name from Richard Compton, who was one of the partners. In 1943 J. Sterling Getchell Inc., merged with the agency but the Compton name remained. And in 1958 Carvel Nelson & Powell Adv. Agency in Portland, Ore., merged with Compton.

The current operating principles of the company were established in 1947, when a new management came into being. The principals then were Robert D. Holbrook (now chairman of the board), John K. Strubing (recently retired) and the late Leonard Bush, Frank Griffin and Thurman L. Barnard. The agency starting with this management increased its billings from 17 million in 1947 to 70 million 10 years later in 1957.

In 1955 Barton A. Cummings, became president of the firm. Other officers in current management are C. James Fleming Jr., executive vice president; Alfred J. Seaman, executive vice president; Jack P. Rees, senior vice president; Allen F. Flouton, senior vice president, and H. A. Haines, treasurer.

Headed by industry veterans Frank Kemp, vice president in charge of media, and Lewis Titterton, programming vice president, who operate as an interlocking tandem, the radio-tv department currently spends $17.2 million in radio-tv spot and $24.8 million in radio-tv network.

JACK REES
Senior V.P.

ALLEN FLOUTON
Senior V.P.

H. A. HAINES
Treasurer

Still figuring dominantly in Compton's radio-tv operation is its oldest client, Procter & Gamble, which joined the agency 37 years ago in 1921.

Shows currently sponsored by Compton advertisers include *Wyatt Earp* on ABC-TV for Procter & Gamble; *The Guiding Light* on CBS-TV for P&G; *Doug Edwards & the News* on CBS-TV for American Can; *House Party* on CBS-TV for Chase & Sanborn coffee; *This Is Your Life* on NBC-TV for P&G; *Trackdown* on CBS-TV for Socony; *Leave It To Beaver* on CBS-TV for Remington Rand, and *Edge of Night* on CBS-TV for C&S coffee.

Compton's radio-tv chiefs

FRANK KEMP
Media V.P.

LEWIS TITTERTON
Programming V.P.

A & A SHORTS

Erwin Wasey, Ruthrauff & Ryan, N. Y., has opened its second office in England at 4 Archbold Terrace, Jesmond, Newscastle-Upon-Tyne. Agency maintains 15 offices in U. S. and foreign countries, including branch in London.

McCann-Erickson has opened new office of **Marschalk & Pratt,** affiliate agency, in Miami, Fla., **Elroy Scrivener** named manager. Temporary location is 953 S.W. First St., until new offices are completed.

Dancer-Fitzgerald-Sample, Chicago, has moved to larger offices at 221 N. LaSalle St. bldg.

Warwick & Legler Inc. has moved from 230 Park Ave., to House of Seagram, 375 Park Ave. Telephone: Plaza 1-4700.

Sealy Inc. (mattresses) reports that its franchised plants spent $3,366,424 in radio, tv and other local media in 1957. No figure was available for broadcast media's share inasmuch as business was placed individually by local dealers. Sealy allocated $4,221,-614 for national and local media combined last year, but was relatively inactive in national radio and tv. In local media $3.3 million went into radio, tv, daily and weekly newspapers, direct mail and circulars. Consumers magazines got bulk of national dollars.

Albert Frank-Guenther Law Inc., advertising agency, announces purchase of property and building on southwest corner of Liberty and Greenwich Sts. in lower Manhattan at reported purchase price of approximately $276,000. Agency now owns entire block front on Greenwich St.

Ray Carr Organization, Portland, moves to new quarters at 1600 S. E. Ankeny St., Portland.

Post, Johnson & Livingston Inc., Hartford, Conn., has moved to new and larger offices at 57 Gillett St., Hartford. Telephone: Jackson 2-8171.

Banning Co., L. A., merged July 1 into Reach, McClintock Inc., L. A., **William L. Banning,** president of Banning Co., will serve as account supervisor.

Rogers & Smith, Chicago, became Headen, Horrell & Wentsel June 1. Principals of new company (formerly with R&S) are **Robert L. Headen,** executive v.p.; **Judson Horrell,** v.p.-merchandising director; **Jack M. Wentsel,** president, and **Walter L. Darling,** secretary-treasurer. Address: 2209 Prudential Plaza, Chicago 1. Telephone: Dearborn 2-0020.

Kobres Adv. Inc., has been formed by **Bernard (Barney) Kobres,** sales manager, WSUN-TV St. Petersburg, Fla. Agency will specialize in industrial accounts with some general accounts. Address: 517 Bay Shore Blvd., Tampa, Fla.

Irwin L. Edelstein Assoc., Toledo, Ohio, has opened L. A. office at 6363 Wilshire Blvd. Telephone: Webster 8-2908.

NBC SPOT SALESMEN take a portable phonograph with them when they visit agencies on behalf of WRC Washington these days. The salesmen play prospective clients the station's "Music to Buy Time By" featuring WRC d.j. Al Ross. He makes the pitch that "the better popular music played by WRC appeals to an audience with buying power, in contrast with the rock and roll tunes heard on competing stations."

American Assn. of Advertising Agencies members in L. A. have volunteered services to that city's Community Chest. Representatives of agencies, under leadership of **Reginald W. Twiggs,** McCann-Erickson, have formed three groups for campaign. Chairman of subcommittees are **Charles Lee Hutchings,** McCann-Erickson, theme and copy; **George Rappaport,** Calkins & Holden, art; and **Robert Howell,** Compton Adv., radio-tv. Members of latter committee include **Joseph V. Agnello,** Compton Adv.; **Ed Cashman,** Foote, Cone & Belding; **Philippe De Lacey,** J. Walter Thompson; **Dick Dwan,** BBDO, and **Cal Phillips,** J. Walter Thompson.

AGENCY APPOINTMENTS

Sound Mattress & Felt Co. (Serta mattresses), Tacoma, Wash., appoints Erwin Wasey, Ruthrauff & Ryan, S. F. Agency's Chicago office already handles Serta Assoc., group of 42 franchised bedding manufacturers in U. S.

National Airlines Inc. appoints McCann-Erickson Inc.

John Morrell & Co., Chicago, has transferred its Morrell Meats and Red Heart Cat Food Div. from Campbell-Mithun's Chicago and L. A. offices to John W. Shaw Adv. Inc. Stromberger, LaVene, McKenzie, west coast affiliate of Shaw, to assist **Jack Macdonald,** Campbell-Mithun account executive on Morrell Meats, joins Shaw in same capacity.

Edward Sharp Sales Inc. (importers of Sharps English Toffee confections) has appointed The Wesley Assoc. Inc., N. Y.

Brookfield Clothes, N. Y., reappoints Jerry Lichtman Co. for Brookfield suits and coats.

Mohawk Petroleum Corp., appoints Wade Adv. Inc., Hollywood.

Valvoline Oil Co., Freedom, Pa., and **Allied Oil Co.,** Cleveland, Ohio, appoint Ralph H. Jones Co., Cincinnati, Ohio.

E. W. Kneip Inc. (meat packers), Chicago, appoints MacFarland, Aveyard & Co., Chicago, to handle advertising for new line of consumer meat products.

Newport Creameries Inc. (ice cream), Newport, R. I., has named Creamer-Trowbridge Co., Providence, R. I.

Crows Hybrid Corn Co. (Hybrid seed corn), Milford, Ill., appoints Marsteller, Rickard, Gebhardt & Reed, Chicago.

Crispy Potato Chips names Erwin Wasey, Ruthrauff & Ryan, S. F.

Crossett Chemical Co., division of Crossett Co., Crossett, Ark., has named Fitzgerald Adv., New Orleans, La., to handle its Royal Oak charcoal and Royal Oak charcoal briquets.

Lucky Tiger Mfg. Co., (hair grooming products), Kansas City, appoints Atherton & Currier, N. Y.

Libby Furniture & Appliance Co., Chicago, appoints Gourfain-Loeff Inc., Chicago.

Koret of California Inc. (women's sportswear) names Wyman Adv., S. F.

54,

54 MILLION DOLLARS IN ONE LUMP SUM FOR WASHINGTON CONSUMERS!

Retroactive payhikes for Federal employees, affecting 40% of Washington's families, have been approved by Congress. An immediate $54,000,000 (before taxes) is added to Washington's consumer spendable income. Based on the average government worker's salary, this means more than $250 per worker . . . coming in one lump sum.

Now, the nation's third highest market in per family income adds $130 million to its annual income. Such a huge "bonus" income calls for the selling impact of WRC, Washington's *buying power* radio station. WRC's adult-appeal programming* wins the listeners who control family spending . . . *reaches a greater concentration of adults, week after week, than any of Washington's 17 other radio stations!*

For *your* share of the additional millions in Washington spending power, call WRC or NBC Spot Sales *now!* *Source: A. C. Nielsen Company*

WRC • 980

THE NBC BUYING POWER STATION IN WASHINGTON, D. C. SOLD BY NBC SPOT SALES

*For details, see page 26.

NBC, CBS TO SELL FAST TV NEWS

- **NBC resuming syndication**
- **CBS to put raw film on cable**

NBC News is about to re-enter the syndication field, after a five-year lapse, with a new "electronic syndication system." CBS News meanwhile is close to taking the wraps off plans to distribute raw newsfilm by cable to affiliates for their use in local newscasts. The key to both plans is videotape recording.

NBC News proposes to allow its affiliates to pick up—via either VTR or kinescope—newsfilm shown on its *NBC News* with Chet Huntley and Dave Brinkley (Mon.-Fri., 6:45-7 p.m., 7:15-30 p.m.). The film then could be used by these affiliates in local newscasts. Costs, according to NBC News vice president William R. McAndrew, would be "minute" and benefits "of major proportions."

NBC's plan, as outlined Wednesday by Mr. McAndrew, is essentially this: NBC-TV affiliates would pay "a small service fee" for the use of network owned and edited newsfilm, thereby cutting local news departmental budgets and shortening the time between the happening of a news event and arrival at the station of films covering the event. NBC-TV affiliates would pay 5% of their Class A hourly rates to NBC-TV for the blanket privilege to record off-the-air NBC-produced newsfilm as it is fed on the network-leased lines. Affiliates are prohibited from recording the "live" portions of the Huntley-Brinkley newscasts, but exceptions will be made in cases where "the films are so deeply integrated that separation becomes impossible."

The only condition, according to Mr. McAndrew, is that affiliates must first agree to carry one of the two Huntley-Brinkley programs the night their local VTR (or kine) equipment is recording the filmed excerpts. Reason: "We've got to have some reason for remaining a network . . ."

The service is already subscribed to by KTVT (TV) Salt Lake City (effective Sept. 1) and WDSU-TV New Orleans. Although restricted to NBC-TV affiliates or dual affiliates only, NBC News is considering extending the service to independent stations "depending on the initial reaction." In addition, NBC News is thinking about (a) applying the system to daytime programming as well, using the *Today* program newscasts as base material, (b) making the service available to *Late Evening News* up to 11 p.m. so affiliates can use film processed through the network at, say 9:30 p.m., for an 11 p.m. local telecast. This service would be on closed circuit.

Idea for the "electronic syndication" plan was first broached to the NBC Affiliates Advisory Committee last spring. Five years ago NBC News operated a syndication service for its affiliates, sending NBC-produced film by air to stations. "We'll now simply do away with airplanes," comments Mr. McAndrew, "and shrink the country a bit further."

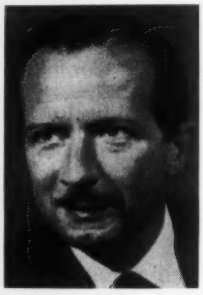
Several years ago UP suggested it be allowed use of NBC-TV cables to feed its subscribers at a sizable fee to the network but NBC rejected the idea on grounds that neither FCC nor AT&T would consent to subleasing of network lines.

CBS news director John F. Day said his network has been experimenting with a plan similar to the NBC project. The only difference is in the method of billing. CBS Newsfilm subscribers (who embrace not only CBS-TV affiliates but other as well) under terms of their respective contracts may use locally-installed VTR equipment to pick up filmed segments out of the *Douglas Edwards News* (Mon.-Fri., 6:45-7 p.m., 7:15-30 p.m.) and use these pickups later on local news telecasts. There is no extra charge for this service, Mr. Day points out, though CBS Newsfilm subscribers pay for the regular airlift syndication service.

"Only in some cases do we request specific clearances in advance of specially-filmed reports required by subscribing stations," he said. CBS News syndication service (through CBS Television Film Sales) has been in effect for a number of years, but the VTR service has only been implemented on "an experimental basis." However, Mr. Day indicated the network's Stations Div. under President Merle S. Jones, shortly would detail particulars of the network project concerning "further plans to distribute raw film by cable."

Blair A. Walliser Named Administrative V.P. of MBS

Appointment of Blair A. Walliser to the newly-created post of administrative vice president of Mutual was announced last week by Armand Hammer, president-board chairman of the network.



MR. WALLISER

Mr. Walliser has been eastern manager of John W. Shaw Adv., Chicago, since 1955. He has served in broadcasting for more than 25 years as a writer, producer and director. From 1932-1941, he was program director of WGN Chicago. He was a script writer for many radio serials, including *Harold Teen, Whispering Smith, Helen Trent* and others. Following wartime service with the Coast Guard, Mr. Walliser devoted himself to freelance writing-directing-producing for radio-tv before he joined the Shaw agency. He also has been active in the legitimate theatre, having co-produced "The Pink Elephant," and "Stars and Spars," starring Victor Mature.

Mr. Hammer said the administrative vice presidency was created to "permit the president to devote more personal time to the expansion of programming and facilities plans recently approved by the network's management team."

COHEN GOIN'

A 21-year-old NBC page, Larry Cohen, has given up his ushering job—a post he held for the past eight months. Reason: Mr. Cohen must finish work on two tv scripts scheduled for production this summer on Kraft Foods' *Kraft Mystery Theatre* (NBC-TV, Wednesday, 9-10 p. m.). His "87th Precinct" teleplay was on *Mystery Theatre* last month. On the same day he reported for his pre-induction physical, and, says J. Walter Thompson Co., New York, Kraft's agency, Mr. Cohen soon may find himself writing training films for Uncle Sam.

Stanton, Dulles Reply In Moscow-Schorr Case

A network newsman last week made news as CBS president, Dr. Frank Stanton, dashed off an angry cable to Soviet Premier Nikita S. Khrushchev and protested the labeling of Daniel K. Schorr as *personna non grata.* Twelve hours later, the U. S. Secretary of State took the unusual step of defending a newsman's right to get the facts wherever they may be (despite the State Dept.'s opposition to travel behind the Bamboo Curtain).

Mr. Schorr, on extended home-leave in the U. S., was notified by the Soviet Embassy Monday that he would not be allowed to return to Moscow and that CBS should find a suitable replacement for him. No reason was given. The Soviet's action on Mr. Schorr's application for re-entry immediately prompted Dr. Stanton to send the following cable to Mr. Khrushchev:

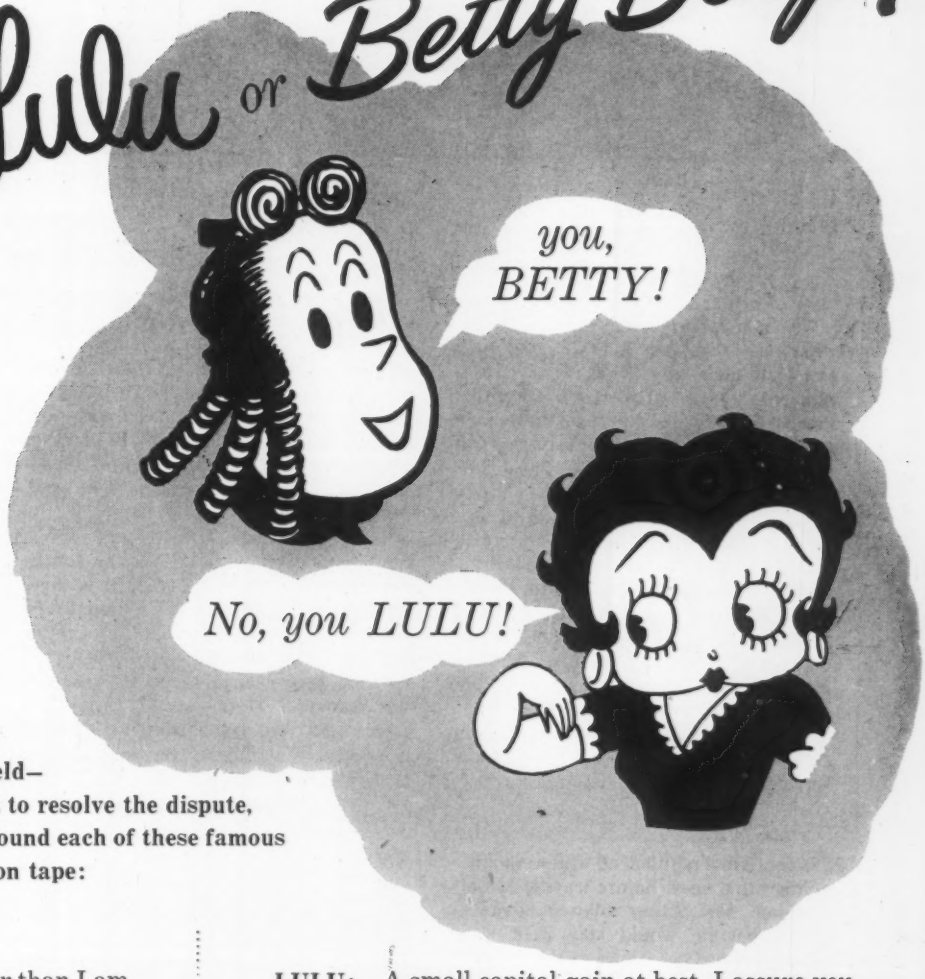
"We wish to protest the arbitrary exclusion of CBS news correspondent Daniel Schorr from the Soviet Union. We believe Schorr has tried to report from the Soviet Union with independence and objectivity. Such exclusion without any reason must inevitably reflect on Soviet Union's stated desire for greater interexchange of information with United States. We firmly believe American news media must be free, in absence of valid reasons for exclusion, to determine who will be their correspondents everywhere in the world. We hope you will find it possible to reconsider this action and permit return of Schorr to Moscow."

Tuesday morning in Washington, where Mr Schorr has been assigned pro-tem since earlier this year, Secretary of State John Foster Dulles said Soviet authorities are frightened of allowing the Soviet people any news of an informative or an intellectual character from the outside. He added that Soviet authorities are concerned about allowing a picture of true conditions inside Russia to get out.

Mr. Schorr returned to the U. S. on Dec. 21, 1957, to participate in the network's annual *Years of Crisis* year-end news wrap-ups on both CBS Radio and CBS-TV. A CBS news correspondent since 1953, he had been on the Moscow beat since September

WHO'S CUTER . . .

Little Lulu or Betty Boop?



In cartoon circles, a bitter debate rages on who's pre-eminent in the field—Little Lulu or Betty Boop. In an effort to resolve the dispute, we went directly to the source and found each of these famous cuties remarkably modest. As recorded on tape:

LULU: Oh, Betty, you're much funnier than I am. Your famous voice alone knocks 'em in the aisles.

BETTY: Thanks, doll, but you've got me by a mile. Didn't a survey show that 7 out of 10 people recognized *you?*

LULU: I blush. So true! But speaking of numbers, *106 of your* hilarious cartoons, 6½ to 8 minutes each, are now available to TV stations. That's enough for *6 months* of first-run programming. How can I top that?

BETTY: Well, *26* of your colorful, musical side-splitters are also available to TV. That's nothing to sneeze at . . even if you do own all that Kleenex.

LULU: A small capital gain at best, I assure you. When it comes to money, you've invented the stuff.

BETTY: Me? I'm in very modest circumstances. But I do have a knack for coining it for others, such as stations smart enough to latch onto me—and you—to pep up their programming.

LULU: This isn't a bad commercial. Except for one thing.

BETTY: What's that?

LULU: We haven't mentioned *NTA.*

BETTY: Boop-boop-be-boop!

They're both cuter 'n' buttons—they'll do wonders for TV station programming—and they're available now!

NATIONAL TELEFILM ASSOCIATES 10 Columbus Circle, New York City 19, JUdson 2-7300

(1) *"I think I'm a radio . . ."* **(2)** *". . . it was a day like any other day . . ."* **(3)** *". . . and oh-h, that Bert Parks!"*

HOW NBC RADIO LOOKS ON TV

When man bites dog . . . or when tv promotes radio—that's news. NBC since last fall has been successfully cross-plugging its various service programs by means of animated spot announcements ranging in length from 20 seconds on up.

Next week over 90 NBC Radio affiliates, which have tv counterparts affiliated with NBC-TV, will get the third in a series of four "commercials" produced for the network's advertising and promotion department by Wylde Studios, New York. Storyline and simplicity of design have kept costs "very low," according to NBC; the packet of four is estimated to come to a figure no higher than $16,500.

The first commercial last fall concerned *Monitor,* NBC Radio's weekend service; it was promoted via three 20-second and one 1-minute spots; the second plugged *Nightline,* a weeknight radio potpourri, via abstract, cut-out designs in two 30-second spots. The current "psychiatrist" campaign will run one-minute long and is designed "to cram as much as possible into that short a time." An NBC advertising official last week said that "we'll be quite happy if the viewer remembers just one or two of our mentioned daytime shows." (The fourth spot, not yet in production, will be live-action "because you can't promote afternoon drama through animation." Credits for the "psychiatrist"—who bears a startling resemblance to NBC Radio-Tv star Groucho Marx—go to writer Bill Green and free lance animator Marvin Friedman. Soundtrack was recorded by NBC; overall production by Wylde.

1955, receiving permanent accreditation in December that year. Before leaving Moscow this winter, Mr. Schorr advised Soviet authorities that he would stay here longer than on previous occasions so that he could embark on a lecture tour; the Soviets then, according to CBS News, suggested Mr. Schorr apply for a re-entry permit at the Soviet Embassy in Washington when he was ready to return.

On Feb. 14, application was made through the office of Theodore F. Koop, director of CBS News and Public Affairs in Washington. In the four months that followed, embassy officials—in reply to constant inquiries—told Mr. Koop that the matter was still under consideration. In April, CBS cabled the chief of the press department in Moscow, followed this up in May with a cable to Premier Khrushchev. The first definite (and negative) word came by an embassy phone call Monday night to Mr. Koop.

He thereupon wrote embassy officials a letter in which he recapitulated the events leading up to the phone call. Mr. Koop wrote:

"We are at a complete loss to understand this decision. We believe we should be accorded the right to select our own correspondent on behalf of CBS News and must therefore protest the action and request consideration. In the absence of any acceptable reason for the refusal, we request that re-entry permit be issued promptly to Mr. Schorr so that he can resume his regular duties. In the meantime, Paul Niven will continue to serve as the CBS News representative in Moscow."

Mr. Niven was dispatched to Moscow from Washington to fill-in Mr. Schorr's post during the latter's absence from the Moscow bureau.

NBC-TV Lets 300 Employes Go, CBS-TV Preparing List for Ax

Summertime, outside production packages, cancellations of some major programs, as well as recession, all are contributing factors to major cutbacks of staffers at NBC-TV and CBS-TV.

At NBC-TV, some 300 people in New York reportedly were notified July 1 that their services were no longer required. Additionally some 50 persons in Chicago also were fired. It was understood that heads of departments at the network were asked to submit names for another pruning by the middle of July. Cancellation of *Wide Wide World* and *Matinee* were part of the cause for letting a number of people go. A similar cutback of NBC-TV staffers took place about the same time last summer.

At CBS-TV, it was understood that a similar list made by department executives was also in the works, but the actual number has not yet been determined.

NBC Shifts Foreign Newsmen

NBC News this week will announce shift in assignment for several of its European-based correspondents. Joe Michaels, now in New York on the NBC-TV *Today* show, will be assigned to head the Rome bureau Aug. 1, succeeding Ed Newman, who two weeks later will leave for Paris to head that office. Incumbent Paris bureau head Leif Eid will remain in the French capital until Sept. 1, when he takes a two-month vacation prior to reassignment to the Washington office, Nov. 1.

Tv Network Billings Show Gains for May

Television network gross time billings were still going strongly upward in May. Total for all three networks that month was $47,918,145, an increase over May 1957 of $4.5 million or 10.5%. For the five-month period, networks billed $239,302,344, an increase of $28.2 million (13.3%) over the same period last year.

Among individual networks, NBC-TV and ABC-TV scored a 16.8% gain for May while CBS-TV upped its May billing 3.3%. For the five months, ABC-TV was up 31.3% over last year, NBC-TV 14.8% and CBS-TV 6%.

May was a good billing month for the individual networks—second highest this year for both NBC-TV and CBS-TV, and near par for ABC-TV. The statistics, released last week by Television Bureau of Advertising, are compiled by Leading National Advertisers and Broadcast Advertisers Report.

The complete breakdown released by TvB follows:

NETWORK TELEVISION GROSS TIME BILLINGS

Source: LNA-BAR

May

	1957	1958	% Change
ABC-TV	$ 7,258,807	$ 8,477,755	+ 16.8
CBS-TV	20,307,762	20,970,022	+ 3.3
NBC-TV	15,811,033	18,470,368	+ 16.8
TOTAL	$43,377,602	$47,918,145	+ 10.5

JANUARY-MAY

	1957	1958	% Change
ABC-TV	$ 33,681,510	$ 44,230,215	+ 31.3
CBS-TV	98,405,595	104,314,359	+ 6.0
NBC-TV	79,052,967	90,757,770	+ 14.8
TOTAL	$211,140,072	$239,302,344	+ 13.3

MONTH BY MONTH—1958

	ABC-TV	CBS-TV	NBC-TV	TOTAL
JAN.	$9,168,609	$22,094,015	$18,344,111	$49,606,735
FEB.	8,441,988	19,410,741	16,785,315	44,638,044
MARCH	9,402,407	21,211,070	18,874,597	49,488,074
APRIL*	8,739,456	20,628,511	18,283,379	47,651,346*
MAY	8,477,755	20,970,022	18,470,368	47,918,145

*Figures revised as of 7/1/58

'What's My Line' Packagers Sell Panel Series to CBS-TV

CBS-TV reeled in a hot line last week as Mark Goodson and Bill Todman, packagers of *What's My Line?* (Sun., 10:30-11 p.m.) announced sale of the nine-season-old panel quiz series to the network. No official reason (nor price tag) was given by the sellers, who will continue to manage the property for a "short period" during which

This high-grade concentrate, an oxide of uranium known as "yellow cake," is the end-product of Anaconda's uranium ore-processing plant at Bluewater, New Mexico.

A handful of URANIUM concentrate can make enough electricity to power your home for years

The material in these drums is "yellow cake." Uranium oxide concentrate is its technical name. It starts out as crude uranium ore at Anaconda's Bluewater, New Mexico, uranium mill. And it takes more than 100 tons of ore to make the yellow cake in just one drum.

After further processing, the material will be compressed into ceramic pellets about the size of a pencil eraser. Placed in the nuclear reactor of a power generating plant, each tiny pellet will produce enough energy to run a TV set for almost a year. In the Shippingport, Penna., plant of the Duquesne Light Company almost a *million* such pellets, weighing 12 tons, are in use—and a couple of dozen pellets will supply *all* the electricity used in an average home for three full years.

New uses for uranium are being discovered almost every day. Already *radioactive by-products alone* are saving industry an estimated half-billion dollars yearly.

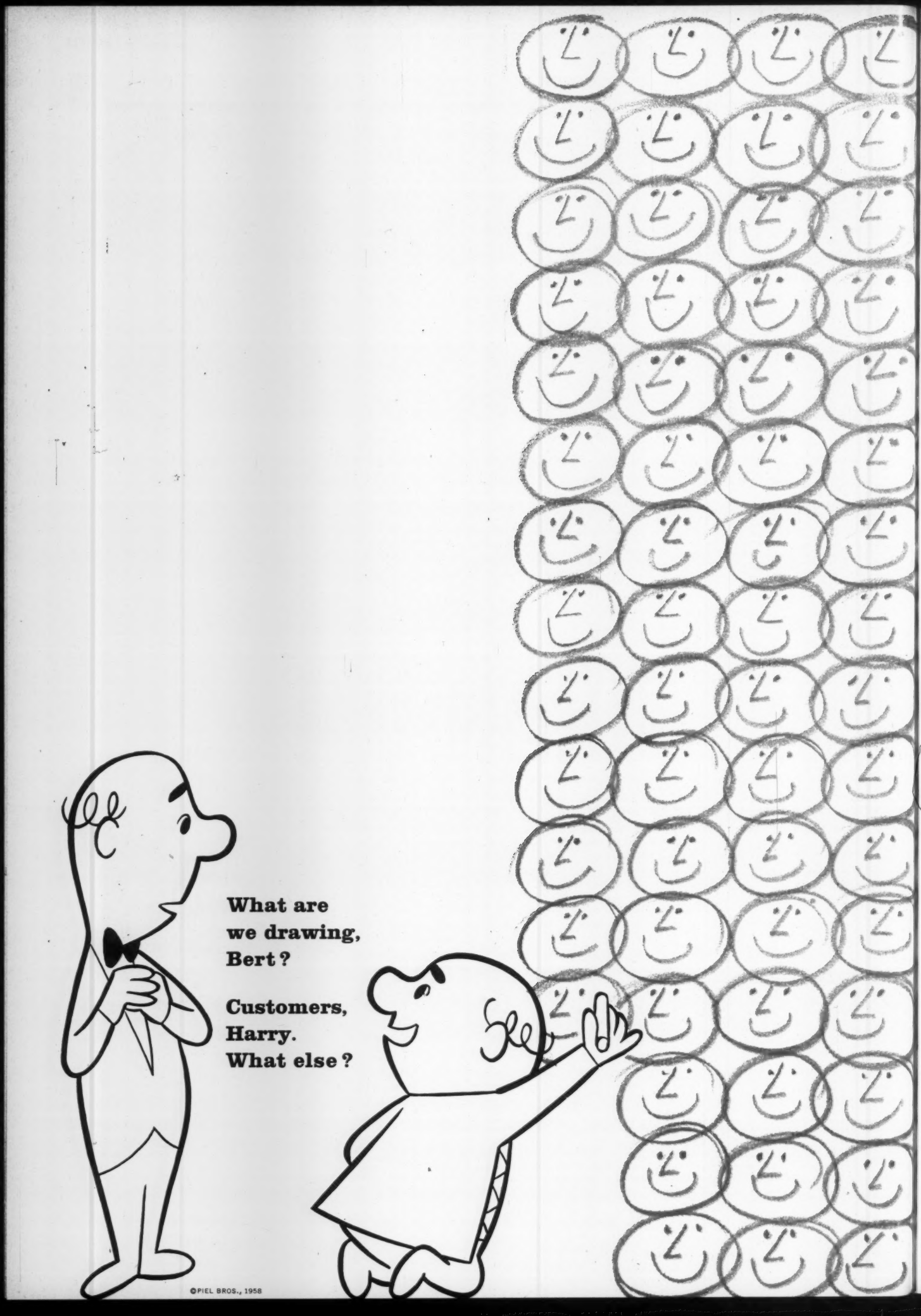
To meet present and future demands for this wondrous element, Anaconda has developed millions of tons of uranium ore reserves in New Mexico. Through processes developed at Bluewater, New Mexico, Anaconda in a few short years has become the largest producer of uranium concentrate in the United States.

Leadership in the production of uranium concentrate is typical of Anaconda's versatility in contributing to America's growth and progress in many branches of industry.

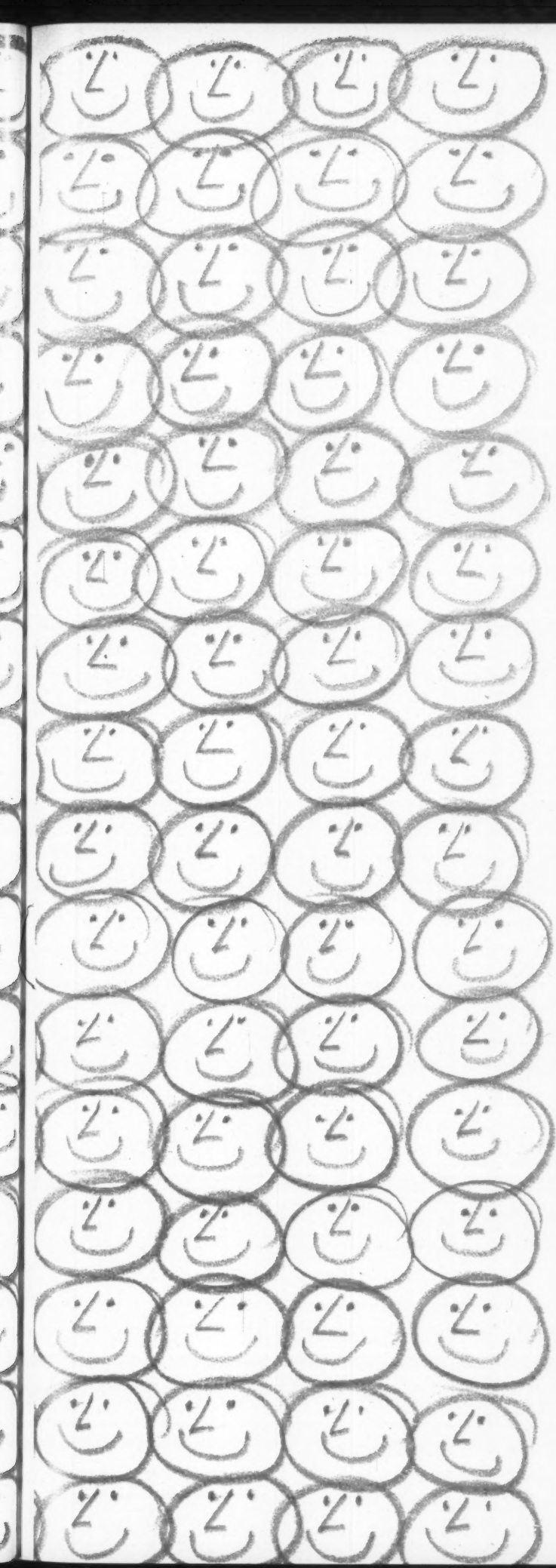
The ANACONDA Company

The American Brass Company
Anaconda Wire & Cable Company
Andes Copper Mining Company
Chile Copper Company
Greene Cananea Copper Company
Anaconda Aluminum Company
Anaconda Sales Company
International Smelting and Refining Company

58253-A



©PIEL BROS., 1958



Harry and Bert Piel measure their success not by the awards they have won for the best film commercials in television... but by the customers they've drawn to Piel's Beer. Terrytoons takes pride in the animation it has done for the effective campaign created by Young & Rubicam for Piel Bros.

Largest animated film company in the East, Terrytoons has the talents and the facilities to produce animation that *sells* while it entertains. Nearly 100 full-time Terrytoons experts—with the latest film, sound and animation equipment all under one roof—have created customer-catching commercials for Piel Bros., through Y&R; General Mills (Dancer-Fitzgerald-Sample); General Foods (Benton & Bowles); Colgate-Palmolive (Ted Bates); Mennen, Genesee (Marschalk and Pratt); Socony Mobil (Compton); General Motors (Campbell Ewald); P. Ballantine, R. J. Reynolds (William Esty); Quaker Oats (Wherry, Baker & Tilden); and others.

The very same talents that produce cartoon features for the CBS Television Network and theatrical cartoons in CinemaScope and Technicolor for worldwide release through Twentieth Century-Fox can produce *selling* commercials for you. Let us show you what Terrytoons has done... *and can do for you.*

TERRYTOONS

A DIVISION OF CBS TELEVISION FILM SALES, INC.

485 Madison Avenue, New York 22, N.Y.—PLaza 1-2345

38 Centre Avenue, New Rochelle, N.Y.—NEw Rochelle 2-3466

COLORCASTING®

The Next 10 Days
of Network Color Shows
(all times EDT)

CBS-TV

Colorcasting schedule suspended for summer.

NBC-TV

July 7, 9-11, 14-16 (12:30-1 p.m.) *It Could Be You,* participating sponsors.

July 7, 9-11, 14-16 (2:30-3 p.m.) *Haggis Baggis,* participating sponsors.

July 7, 14 (7:30-8 p.m.) *Haggis Baggis,* sustaining.

July 8 (8-9 p.m.) *The Investigator,* RCA-Whirlpool through Kenyon & Eckhardt and Liggett & Myers through McCann-Erickson.

July 9, 16 (9-10 p.m.) *Kraft Mystery Theatre,* Kraft through J. Walter Thompson.

July 10 (7:30-8 p.m.) *Tic Tic Dough,* Warner-Lambert through Lennen & Newell and RCA Victor through Kenyon & Eckhardt.

July 10 (10-10:30 p.m.) *The Price Is Right,* Lever Bros.

July 11 (7:30-8 p.m.) *The Big Game,* sustaining.

July 12 (8-9 p.m.) *Bob Crosby Show,* participating sponsors.

July 13 (7-7:30 p.m.) *Noah's Ark,* sustaining.

July 13 (8-9 p.m.) *Steve Allen Presents Eydie Gorme and Steve Lawrence,* American Machine & Foundry through Cunningham & Walsh, Greyhound and Procter & Gamble, both through Grey.

July 13 (9-10 p.m.) *The Chevy Show,* Chevrolet through Campbell-Ewald.

production reassignments can be effected. But it was understood some $3 million was involved and that CBS and G-T—whose mutual contract is due for expiration (and possible renewal) next season—came to the agreement in order to assure a permanent CBS-TV berth for *Line.*

The series has been one of video's most durable properties, starting in the 1949-50 season.

It regularly defies a so-called "network taboo" through what has been called "cross-pollination." Regular m. c. John Daly is an ABC vice president and newscaster; panelist Arlene Francis is an NBC personality and both panel box and guest seat have continuously been occupied by celebrities from other networks filling guest engagements on the show.

KBS List Totals 1,043

Keystone Broadcasting System has increased its list of affiliates to 1,043 stations, having added KBLT Big Lake and KGAS Carthage, both Texas; WAGG Franklin, Tenn.; KANA Anaconda, Mont.; KSMN Mason City, Iowa; WCMR Elkhart, Ind.; KCID Caldwell, Iowa; WDOL Athens, Ga., and KWSO Wasco, Calif.

Daytime Viewers Give $110,000 For 'Matinee Theatre' Campaign

The campaign to try to keep *Matinee Theatre* on the air [NETWORKS, May 5] raised over $110,000 from viewers, according to the first audit of mail returns, covering the early weeks of the campaign, Ruth Conte, trustee of the Foundation for the Preservation of *Matinee Theatre* and Favorite Television Programs, reported. Contributions averaging $2 each, came mainly from "homemakers who are sick at the thought of losing the only show they feel is worth watching, from an intelligence level, during the day," Mrs. Conte said in a letter to newsmen.

[The afternoon show, however, is no longer on the network schedule, as of this month.]

The organization, she said, is a non-profit corporation with no paid employes. Money collected will be used to buy the program in its old format from NBC-TV for as long a period as the budget permits. "Naturally, if this failed we would return all monies." [According to John Conte, host of *Matinee Theatre,* the program's production cost ran to about $100,000 a week for the five hour-long telecasts.]

KBYE Becomes ABC Affiliate

KBYE Oklahoma City, an independent since its inception in 1946, becomes an affiliate of ABC effective July 15, it was announced last week by Frank J. Lynch, station president, and Edward J. DeGray, vice president in charge of the network. KBYE becomes ABC's 293rd affiliate.

PLAYBACK

QUOTES WORTH REPEATING

CRITIC CRITIC

CBS news correspondent Eric Sevareid, following up a recent talk by NBC President Robert W. Sarnoff, takes some newspaper and magazine editors to task for contributing to tv's present list of problems. His comments appear in the July 10 issue of The Reporter, *on sale this week.*

If it is true that criticism is the healthiest thing in the world for the institution, television should be roaring with the intellectual, spiritual, aesthetic. God knows it is the national whipping boy. Television could do with a sharp drop in the quantity of criticism and a sharp rise in its quality. How many writers who haven't read a play since Booth Tarkington's "Seventeen" are posing as critics of tv drama? How many lady journalists who never covered the city council are telling tv news departments how they should cover national conventions? How many boy grads who can't tell a test tube from a peavy hook are instructing tv networks in the right and wrongs of their science programs? How many nice guys who can just whistle the first of four popular refrains are reacting quite positively in print to the operas and musical comedies on the little screen?

Could the Broadway stage survive this kind of monitoring? Could the opera companies, the ballets, the art galleries? Indeed, I may as well add, could the daily press, if it were subject to this kind of capricious, hailstorm attention from, say, tv and radio? Well, sure, they would all survive, but in somewhat the same state of furious, traumatic confusion tv survives in. I happen to think a shocking percentage of tv fare is lousy. I think that is partly due to tv's confusion as to just what it is and where it ought to be going; and I also happen to think *that* is partly due to the fantastically irresponsible, inconsistent pulling and hauling it is getting from the printed press. . . .

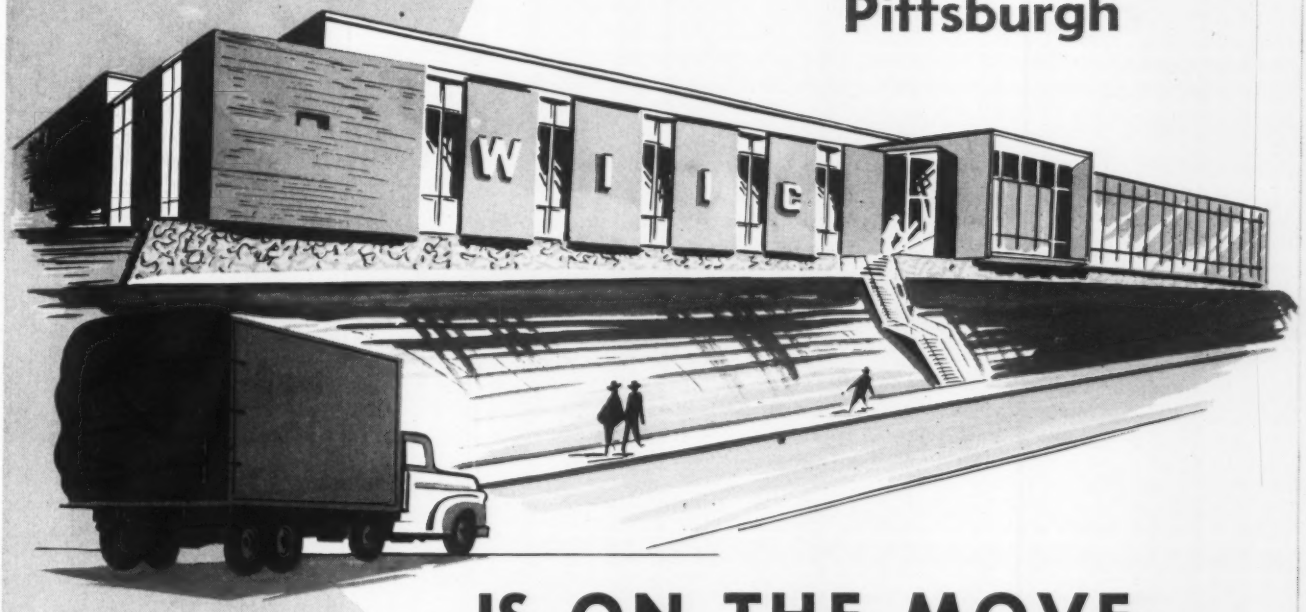
My first suggestion, editors, is this: Break it up. Get your regular drama critic to review the drama on tv; get your Washington correspondent to review the political panels, debates, conventions, etc.; get your school-page editor to review educational programs, your church editor the religious shows, your music man the musical shows, your science man the science shows, and so on; and if you keep a tame historian in your stable, turn him loose on the westerns—with both guns. You can't afford this switch? Funny—that's just what tv executives say about their failure to break up present program patterns . . .

We're Moving.....

WIIC

CHANNEL 11

Pittsburgh



.....IS ON THE MOVE to its new TELEVISION CENTER

Pittsburgh's finest and most complete studio and production facilities

AFTER JUNE 30, 1958

OUR NEW ADDRESS WILL BE

341 Rising Main Street

NORTHSIDE, PITTSBURGH 14, PA.

FAirfax 1-8700

NEW PACT SIGNED BY SDG, PRODUCERS

- **Groups mend differences**
- **Agreement runs to 1960**

Screen Directors Guild and the producers of films for television and theatres came up with a new contract last week after more than four months of meetings that at one point seemed due to end in strike rather than agreement [PERSONNEL RELATIONS, Feb. 17, *et seq.*]. The contract, effective June 30, runs through April 30, 1960. It is subject to ratification by SDG membership at a meeting July 12.

The weekly minimum for television directors remains at $600 a week (the guild had asked for $750), but the work week is now five days instead of six. Directors are also guaranteed $720 for a half-hour tv film, $1,440 for an hour film and $2,880 for a 90-minute film.

Rerun fees for television have been set at 35% of the weekly minimum for the first rerun, 30% for the second, 25% for the third, 25% each for the fourth and fifth reruns and all subsequent reruns combined for a total of 140% of the $600 minimum. Previously, the director received no extra pay for the first rerun and for all subsequent reruns received $600 for an hour film, $300 for a half-hour and $150 for a quarter-hour. Tv directors also were given improved screen credits.

For the first time all directors are covered by a single contract. There formerly were three, one covering theatrical film production by major studios, a second for theatrical film production by independent studios and a third for tv film production. Minimum for theatrical film directors remains at $600, like the tv directors, but they won improved cutting conditions, improved screen credit and improved advertising credit.

First assistant directors won salary increases to $370 a week (from $350) and second assistant directors to $215 a week (from $200). They also get full benefits of a five-day week and three weeks vacation after 12 years with a company. For assistant directors, the new wage provisions are effective as of June 3, new working conditions as of June 30.

Release of post-'48 theatrical film to tv, the issue on which the negotiations nearly foundered, was left unchanged from the previous contract. In essence, the guild can negotiate individually with any producer who releases to tv theatrical films made after Aug. 1, 1948. If no agreement is reached, the guild can withdraw the services of its members from that producer. Screen Actors Guild and the screen writers branch of Writers Guild of America West have similar clauses in their contracts with theatrical film producers. At the outset of negotiations, SDG had asked that the director of any post-'48 film released to television receive 25% of his original salary as his share.

Successful windup of the negotiations was announced jointly by Joseph Youngerman, executive secretary, SDG; Maurice Morton, president, Alliance of Television Film Producers, and Charles Boren, vice president, Assn. of Motion Picture Producers.

Federal Mediators Meet Daily With AFTRA, WINS Management

The strike by 10 announcers and program personalities continued at WINS New York last week. The station has remained on the air since the start of the strike on June 16 with supervisory personnel filling in [PERSONNEL RELATIONS, June 23].

Sessions were held each day before a representative of the Federal Mediation & Conciliation Service by officials of the station and of the New York local of the American Federation of Television & Radio Artists. A WINS spokesman reported late Thursday that progress had been made in the talks and he was "hopeful" of a settlement soon.

Fourteen engineers at the station have declined to cross the announcers' picket lines. AFTRA called the strike in a disagreement on job security, fees for announcers on commercial shows, pension and welfare fund contributions and increased duties for personnel.

Music Performance Funds to Get Test in New York Supreme Court

Legality of the Music Performance Trust Funds by which record, transcription and tv film manufacturers make payments for the benefit of musicians will be tested in the New York Supreme Court. Action to determine the legality of the trusts was instituted by Samuel R. Rosenbaum, trustee, after their validity had been challenged. Mr. Rosenbaum has notified musicians around the country they are entitled to be heard in the case. (Also see story, page 59.)

WGAW Forms New Committee To Study Subscription Tv

Toll tv will inevitably become the most important medium of popular entertainment, Writers Guild of America, West, said in announcing the formation of a new committee to study this field and the protection of the rights of writers in it.

The guild council, which approved formation of the toll tv committee at last week's meeting, also approved the new contract with CBS for its west coast staff news and continuity writers, who received a 7% increase in base salaries and other gains [PERSONNEL RELATIONS, June 23].

WGAW Branch Heads to Become Vice Presidents of Parent Unit

Beginning with 1959 annual election of Writers Guild of America, West, the president of the Screen Writers Branch will automatically become first vice president of WGAW and the president of the Television-Radio Branch, second vice president. The screen vice president will be treasurer of the Guild and the tv-radio vice president will be secretary. Only the WGAW president, who is also chairman of the Guild Council, will not be connected with a branch office. Each branch has 11 board members, including officers, who are all members of the WGAW Council. Hence the change reduces Council membership from 27 to 23. The change was voted at a WGAW membership meeting, which also set two-year terms for all offices, both guild and branch.

Congress Inquiry Is Sought Into Foreign Music Tracks

Resolutions calling for Congressional investigation of the use of foreign-made music recordings in the production of U.S.-produced entertainment film, including tv film, were introduced Thursday in the Senate and House.

The resolutions were sponsored by Sen. Wayne Morse (D-Ore.) and Rep. Frank Thompson Jr. at the request of Herman D. Kenin, newly-elected president of the American Federation of Musicians who flew from Los Angeles to Washington last Tuesday. Both Sen. Morse and Rep. Thompson said the practice of using foreign-made music recordings has resulted in the displacement of American musicians in entertainment film jobs.

Rep. Thompson noted that Mr. Kenin had informed him that in 1957 "better than 95% of all filmed entertainment for television had substituted cut-rate foreign music tracks for the services of American Musicians."

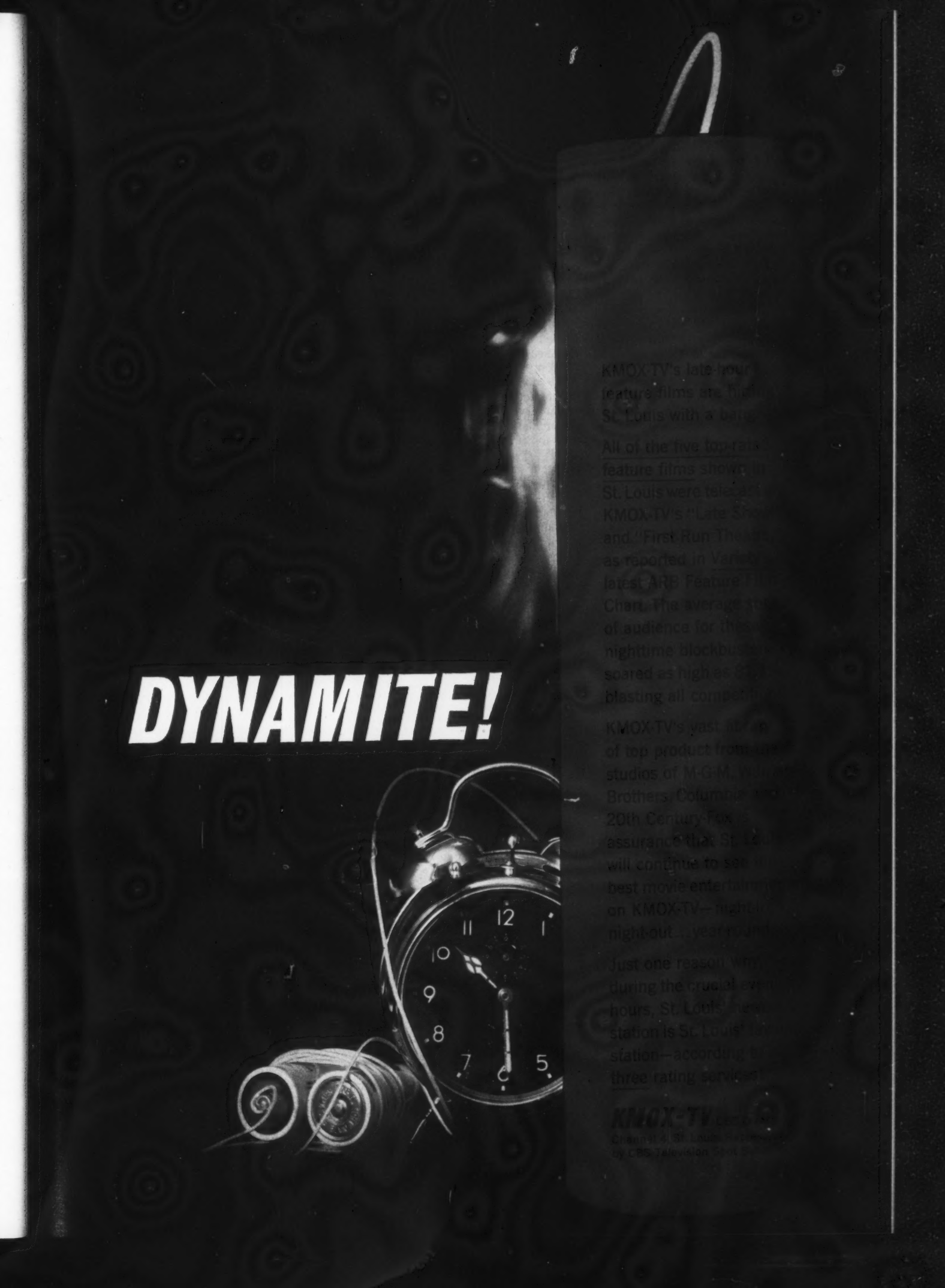
Unfair Labor Charge Upheld In WFCB Dunkirk, N. Y., Case

An examiner's report finding that unfair labor practices were committed by WFCB Dunkirk, N. Y., has been affirmed by the National Labor Relations Board. The station operators (Dunkirk Broadcast Corp., James Broadcasting Co. and Lake Shore Broadcasting Co.) were found to have refused in early 1957 to bargain with National Assn. of Broadcast Employes & Technicians.

NLRB ordered the station operators to cease discouraging membership in NABET or any other union, to stop refusing to bargain with NABET, to offer 13 employes reinstatement without prejudice to former rights and to repay them for any loss suffered by reason of discrimination. NLRB upheld the examiner in refusing to accept sale of stock in WFCB as creation of a new corporate entity justifying refusal to bargain.

PERSONNEL RELATIONS SHORT

NLRB regional election of clerical employes of KTLA (TV) Los Angeles to determine whether they would be represented in their bargaining by NABET or remain independent resulted in a vote of 17-0 to remain independent.


DYNAMITE!

MILITARY VHF SHOWDOWN ASKED OF FCC

Redouble bid for frequency swap, Magnuson demands as probe ends

Sen. Warren Magnuson (D-Wash.) last Tuesday issued an "ultimatum" to the military—it's time to start talking turkey with the FCC on the possibility of giving up vhf channels for assignment to the public.

And to the Commission, the Senate Commerce Committee chairman had this to say: Don't wait for Congress to take action; put the problem on your agenda and intensify efforts to make a swap with the military.

The Senator's statement—encouraging to uhf operators—came as the Commerce Committee was winding up a five-year hearing into allocations. Six of the seven commissioners testified last week (Comr. T. A. M. Craven was at home ill) in a highly-informal session at the time. During the discussion, Sen. Magnuson announced the committee will consider at its next meeting a resolution by Sen. Charles Potter (R-Mich.) to establish a special commission to study the use of the spectrum.

FCC Chairman John C. Doerfer said Wednesday he was "vastly encouraged" with the committee's plan of action. "We can talk all we want to about liaison with ODM [now Defense & Civilian Mobilization, see page 64] and sitting down with the military," he stated, "but it can never be as good as the Congress itself checking into the facts and making the government and military people tell where the use is and whether any other portions of the spectrum can be used for the same purpose." He pointed out the FCC is on the same level with ODM, the military and other government space users and a "Congressional committee has the power to make them talk."

The subject came up at the Tuesday hearing as committee counsel Kenneth Cox was questioning the Commission on the Craven proposal to swap chs. 2-6 with the military for a contigious band of 25 channels [LEAD STORY, June 2]. Chairman Doerfer, after FCC Chief Engineer Ed Allen had explained that 30 additional channels with vhf characteristics could be added if military agrees to swap, said these additional channels would solve all allocations problems. "Has anybody asked the military to do this [make a swap of spectrum space]," Sen. Magnuson wanted to know.

Comr. Rosel H. Hyde explained lengthy negotiations have been carried out in the past adding that a military refusal was made as recently as 1956. "Why haven't we called the military up here and asked them what they will do about it?" Sen. Magnuson asked of nobody in particular. When informed by counsel the information may be classified, he replied:

"Well, we could have an executive session and they would tell me all their classified business." The chairman also wanted to know who has the final say-so in assigning military frequencies, saying, "I may want to get into this act and I want to know where to go." Comr. Hyde explained the President has final authority.

Answering a Potter question, Comr. Hyde said the military claimed in previous talks that none of its space is idle. Sen. Potter pointed out this is what the military says but nobody knows for sure. "I'll bet 10 to 1 they are wasting a lot of valuable spectrum space," he charged in a pitch for his resolution.

The liaison is on a continuing basis, Comr. Hyde maintained, and Chairman Doerfer stated the FCC has just written the military a letter regarding the matter. Sen. John Pastore (D-R. I.) took a dim view of the Commission's efforts, just as he did in hearings two weeks ago [GOVERNMENT, June 30]. He said negotiations are in a vacuum. "They will talk and talk and talk and nothing ever gets done," he said. "As a matter of fact, it is a big success with the FCC if they don't lose their shirt when they sit down with the military, but nobody has gained anything."

Sen. Pastore maintained Congress is going to have to create a body that will "get into this thing and resolve it . . . because unless they are told to do it, I don't see the military giving up anything, whether they are using it or not."

Sen. Potter: "I have a resolution. . . ."

Banging his gavel, Sen. Magnuson said: "The chairman is going to tell you this. The next regular meeting of this committee will bring that resolution up and see if we can't do something about it."

Sen. Pastore: "If you don't it will never happen—it will never happen."

The next regular meeting of the committee is scheduled for July 9. However, a postponement is likely because three members, including Chairman Magnuson, will be in Montana holding hearings on another matter.

Sen. Potter's resolution (SJ Res 106), introduced one year ago [GOVERNMENT, June 24, 1957], calls for the President to appoint a three-man commission to:

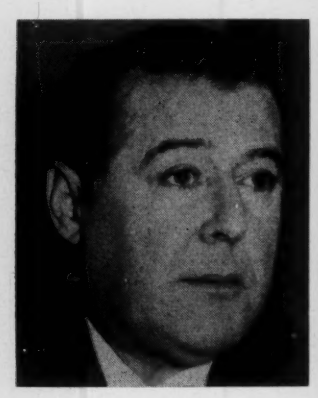
". . . Conduct a thorough and comprehensive study and investigation of the radio and television frequencies allocated to the various agencies and instrumentalities of the federal government with a view to determining (1) whether such frequencies are being efficiently utilized to the maximum degree possible; (2) whether any (and if so, how much) of such frequencies may, without jeopardizing the public interest, be relinquished to the FCC for allocation to non-governmental purposes, and (3) what are the likely future requirements of the various agencies and instrumentalities of the federal government for radio and television frequencies."

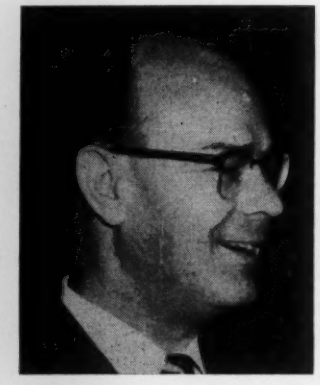
An identical measure (HJ Res 381), introduced by Rep. William Bray (R-Ind.), is pending in the House Commerce Committee.

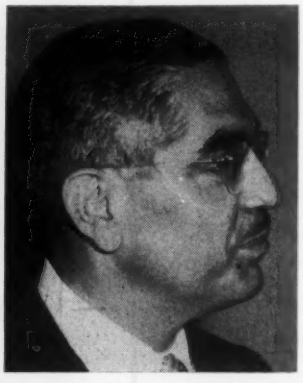
Mr. Allen explained the military now occupies approximately one-third of both the vhf and uhf spectrum. Comr. Craven has been representing the FCC in negotiations with the military, but in a planned realignment, Comr. Frederick W. Ford will assume the post.

In a prepared statement entered in the

They're prodding the military about v channels.....and he's for it







SENATE'S MAGNUSON, POTTER, PASTORE

FCC'S DOERFER

record by Comr. Craven, he stated a wise, long-range plan for tv allocation can be formulated only in the context of a re-examination of all known demands on the radio spectrum. "The requirements of tv broadcasting cannot be considered in a vacuum," he said. "Existing radio services other than tv broadcasting have grown rapidly during the past decade. Science and technology continually are developing new uses for the spectrum. Indeed, an increasing amount of spectrum space is needed by the scientific fraternity as an aid and adjunct to the pursuit of knowledge itself."

Because of additional costs to the public, an all-uhf system is impracticable for the foreseeable future, Comr. Craven said. Also, he said tv may now have more space than is necessary, a view expounded a fortnight ago by Comr. Doerfer. "The time for an 'agonizing reappraisal' seems to be now," Comr. Craven stated.

In discussing the military situation last Wednesday, Chairman Doerfer referred to the "billions of dollars" invested by the government in radio equipment which would have to be replaced if a switch were made. "I wouldn't blame a government agency if it objected strenuously to a switch in its allocations picture," he said. "But, if a Congressional-sponsored commission has the authority to subsidize the losses that might be involved, why then none can object." Comr. Craven earlier had emphasized that most of the military's equipment would be obselete in 7-10 years anyway, the time it would take to make the changeover.

Comr. Doerfer said he was looking forward eagerly to Congressional approval of the Potter or a similar resolution.

Not all of the FCC members were as sanguine as their chairman, some expressing doubt about a proposed military swap. "Look," said one, "I've been hearing this about getting more space from the military for more than 10 years. . . . Wait until Congress hears how many billions it'll cost to switch some of the aviation and military bands—they'll never stand for it."

Almost lost in the military-FCC discussion Tuesday was Mr. Cox' questioning of the FCC on other possible solutions to the uhf allocations problem. He listed—and the Commission agreed—these four major proposals: (1) all-vhf system using only the present 12 channels, (2) Craven plan, (3) all-uhf and (4) the present system using both vhf and uhf with possible deintermixture in certain areas.

Comr. Doerfer said that using only 12 vhf channels "falls far short of an ideal situation," but that it could be made adequate as a last resort. However, he said, it is unrealistic to set a goal of multiple tv service for all the 1,700 cities which now have local radio outlets.

The FCC chairman said he considered three services for metropolitan areas "adequate" and he would not hesitate to shift four channels from such cities as New York and Los Angeles, which now have seven vhf stations. Comr. Hyde said he testified three years ago that 12 channels are not enough and still feels the same way.

A collective sigh of relief was breathed by the commissioners, who have been continually harrassed with Hill appearances since January, when Sen. Magnuson closed the hearing with this announcement:

"The committee is going to recess, and as far as I know, unless something else comes up of an emergency or critical nature, we will conclude this phase of our television and FCC hearings. And, we expect a report, too. I will say that to the Commission." Whereupon the committee adjourned *sine die*.

Thus, an inquiry begun in 1954 during the Republican-controlled 83rd Congress was brought to a close. It encompassed weeks of hearings, hundreds and hundreds of pages of testimony, several reports and countless trips to Congress by the FCC and members of the broadcasting industry. Sen. Magnuson said the report, to be authored principally by Mr. Cox (who returned to his Seattle home last Thursday), will be ready before Congress adjourns.

However, the committee is not quite through with the Commission in spite of the *sine die* adjournment. Counsel Cox had further questions to ask when the committee dismissed the FCC Tuesday and, at the direction of Sen. Magnuson, he and communications advisor Nick Zapple presented and discussed them Wednesday with Comr. Doerfer and FCC staffers.

Included were 49 questions, some with many parts, on such subjects as an all-uhf tv system, a mixed allocations structure, CATV, translators, boosters, microwave systems, common carriers and instances of alleged network violations in the Barrow study. The FCC was asked to submit answers within two weeks.

FCC representatives present for the meeting, in addition to Chairman Doerfer, were Warren Baker, general counsel; Mr. Allen; Harold Cowgill, Broadcast Bureau chief; James Sheridan, acting chief of the Broadcast Bureau's Economic Div., and Joe Sitrick, administrative assistant to the chairman.

STOP CATV PIRACY, NINE TELL FCC

A group of nine television stations—none of them in any danger of economic competition from community antenna tv systems or vhf boosters—suggested last week that the FCC ought to seek legislation to prohibit the piracy of a tv station's signal by any comer, whether or not he is classified as a broadcaster.

This group was among nine parties offering comments in the FCC's inquiry about the effect on tv broadcasting of CATV, vhf boosters, satellites and translator stations. Comments are due today (July 7).

The nine stations were KLZ-TV Denver, KTVT (TV) Salt Lake City, WKY-TV Oklahoma City, WTVT (TV) Tampa-St. Petersburg, WSFA-TV Montgomery, WDSU-TV New Orleans, WAFB-TV Baton Rouge, WDAM-TV Hattiesburg, Miss., and WCAU-TV Philadelphia. All are vhfs but WAFB-TV.

The joint statement asked the FCC to investigate injuries to both competing and originating stations and reaffirm that broadcasters have a "protectible" interest in their stations' telecasts. The stations said the FCC should ask Congress to amend Sec. 325 (a) of the Communications Act to cover poaching of a station signal by any type of tv transmission system, thus removing all doubt about how far FCC jurisdiction extends.

This section prohibits one broadcast station from rebroadcasting the programs of another broadcast station without the "express authority" of the originating station.

Not only that, the group said, but the FCC should oversee these grants of permission so that even when a station grants such a consent, the effect will not injure another tv station competitively and the public interest will be served.

The statement cited these damages to "originating" stations by CATV systems: (1) degradation of signal in transmission; (2) distortion of programs (by electric use of the licensee's programming and commercials); (3) confusion and loss of good will toward the originating station when the CATV operator switches from one station's signal to another's; (4) interference with off the air set reception from a local station through use of a co-channel to retransmit the signals of distant stations; (5) unreasonable discrimination by use of the programs of one station in preference to those of another.

Other comments from broadcasters:

WSTV-TV Steubenville, Ohio, WBOY-TV Clarksburg, W. Va., and KODE-TV Joplin, Mo. (Berkman-Laux interests)—This statement summarized the troubles of WBOY-TV, saying that 40% of the 32,730 tv homes in Clarksburg, Morgantown and Fairmont (the station's coverage area) are CATV subscribers and that American Research Bureau has accepted figures indicating 76% of Clarksburg tv homes are CATV customers. The FCC should appraise the intent of the Sixth Report & Order in the light of developments, the statement said, (1) classifying and evaluating the various tv transmission services; (2) licensing all groups serving the public with tv programs, applying public interest considerations, and (3) determining the best type of service for a given area.

Consideration should be given to curtailment of CATV and other services which have developed destructive aspects, the statement added, recommending that the FCC use these criteria:

(1) The public interest; (2) electrical standards; (3) program balance and equality; (4) licenses or conditional warrants; (5) duplication of services provided by tv stations in an area; (6) permission of originating stations.

WCAX-TV Burlington, Vt.—Said CATV had hampered its establishment and that interference to WCAX-TV results if the set owner is required to install an antenna. The FCC should require CATV operators to use the programs of local stations or guarantee

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local stations protection from interference, WCAX-TV said.

KGMB-TV Honolulu and satellites KMAU-TV Wailuku and KHBC-TV Hilo, all Hawaii—This group said tv satellite stations serve a real need in its own case. In other instances, it said, the FCC should consider satellites on a case-by-case basis.

Comments by CATV or booster groups:

Apple Valley Tv Assn., Wenatchee, Wash.—Maintained CATV and boosters should be prohibited only if, after a hearing, the FCC finds the majority interest would be best served. It felt FCC should not be "in the business" of supporting "marginal" tv stations.

People's Tv Assn., Soap Lake, Wash.—This organization felt jurisdiction over non-broadcast tv systems should be vested in state public service commissions; that multiple non-broadcast services are to be preferred to a single tv broadcast service.

Prescott (Ariz.) Tv Booster Club—This group said boosters are a "necessity and a right," and that it knowingly does not interfere with tv broadcast signals.

EAO-TV Co. (Entiat, Ardenvoir and Orondo, Wash.)—This group felt prohibition of booster services should be based on interference only; that economic injury to a local tv station is not a proper basis to disallow booster and CATV operation; that boosters normally provide a better grade signal than CATV.

Washington State Tv Reflector Assn.—This organization did not feel it is feasible for a local tv station to operate in a sparse area and that non-broadcast tv transmission groups woud not affect the ability of tv broadcast stations to obtain revenues and programs (the prosperity of local, non-network radio broadcast stations were cited as an analogous situation); WSTRA said boosters and CATV fill a need not supplied by tv broadcast stations; that CATV would "die a natural death" if free programs were available. The organization said the FCC has "no right" to deprive the population of tv service for the purpose of keeping "marginal" tv stations alive.

Examiner, FCC Issue Decisions For WNHC-TV, KBET-TV Sites

In transmitter-antenna modification actions at the FCC last week, WNHC-TV New Haven, Conn., won an examiner's approval in a long effort to move its transmitter, and KBET-TV Sacramento, Calif., got final authority for a change first approved four years ago.

Hearing Examiner Basil P. Cooper issued an initial decision reinstating the FCC's October, 1957, permission for WNHC-TV to move its ch. 8 transmitter from Gaylord Mountain, 8.8 mi. northwest of New Haven, to Mount Higby, 13.9 mi. northeast of the present site and 19.8 mi. north-northeast of New Haven. The FCC late last year postponed the effective date of this construction permit modification to hold an evidentiary hearing on a protest by ch. 22 WWLP (TV) Springfield, Mass. Examiner Cooper's initial decision also would confirm the original grant to increase antenna height from 720 ft. to 770 ft. and change the type antenna and other equipment.

In the case of KBET-TV, the Commission last week made effective immediately an initial decision which affirmed the 1954 grant of the station's application to modify its construction permit to change its transmitter and studio site and make antenna and other equipment changes. KBET-TV modified construction permit to move its transmitter site from Pine Hill to Logtown, 35 miles east of Sacramento, and to reduce antenna height from 647 to 500 feet above ground.

Buffalo Ch. 7 Competition Again Heard in Oral Argument

Oral argument was held once again last week on the four-year-old Buffalo ch. 7 case. Comr. T. A. M. Craven was absent.

Hearing Examiner H. Gifford Irion issued his second supplemental initial decision in May, favoring Great Lakes Tv Inc., as he had in his initial decision in January 1956 and in a first supplemental initial decision in November 1957.

The rehearing after the original initial decision was ordered on the financial qualifications of WKBW-TV Inc., one of the applicants. A rehearing was ordered after the first supplemental initial decision on an amendment to WKBW-TV's application on proposed coverage.

Argument last Monday (June 30) were mainly about the issues in the original hearing.

The third applicant is Leon Wyszatycki, trading as Greater Erie Broadcasting Co.

WDSU Draws FCC Brushoff In Political Ruling Plea

WDSU-AM-FM-TV New Orleans, which two weeks ago sought clarification on two aspects of political broadcasting [GOVERNMENT, June 23], found little consolation in the FCC's reply. The agency said its authority to issue declaratory orders is limited and is authorized only on matters required by law to be determined "on the record after opportunity for an agency hearing."

The New Orleans stations wanted to set up a rule to restrain a candidate for one office from appearing in the same time period as a candidate for another office, but feared it might run afoul of the censorship prohibitions of Sec. 315 of the Communications Act. WDSU-AM-FM-TV also wanted to make a station rule to require candidates to use the time to which they become entitled on the stations on a non-cumulative basis, so the stations would not be swamped by demands under the "equal opportunities" provisions of the act by candidates who wait until the last part of the election campaign to ask for equal time. Both the New Orleans stations' queries were hypothetical, but based on actual experience in the past.

The FCC said that in general it limits interpretive rulings or advisory opinions to situations where the "critical facts are explicitly stated," and without the possibility that subsequent facts will alter them. Both of the WDSU questions leave enough uncertainties in the particular factual situation to make a "definitive reply unfeasible," the FCC said.

Waiver of Site, Height Asked in Ch. 12 Bids

The New Orleans ch. 12 case took a new turn last week concurrently with hearings Tuesday through Thursday.

Two of the three applicants—Oklahoma Tv Corp. and Coastal Tv Co.—filed a joint petition asking a waiver of minimum mileage separation requirements for their antenna sites and asked to amend to specify an alternate site about 30 miles nearer New Orleans, with antenna height reductions from 1,549 and 1,324 feet, respectively, to 502.5 feet.

They also asked that WJTV (TV) Jackson, Miss. (co-ch. 12), and St. Anthony Tv Corp., sole applicant for adjacent ch. 11 at Houma, La., be made parties to the hearing on the issue of the effect of the proposed changes on WJTV and the proposed Houma facility.

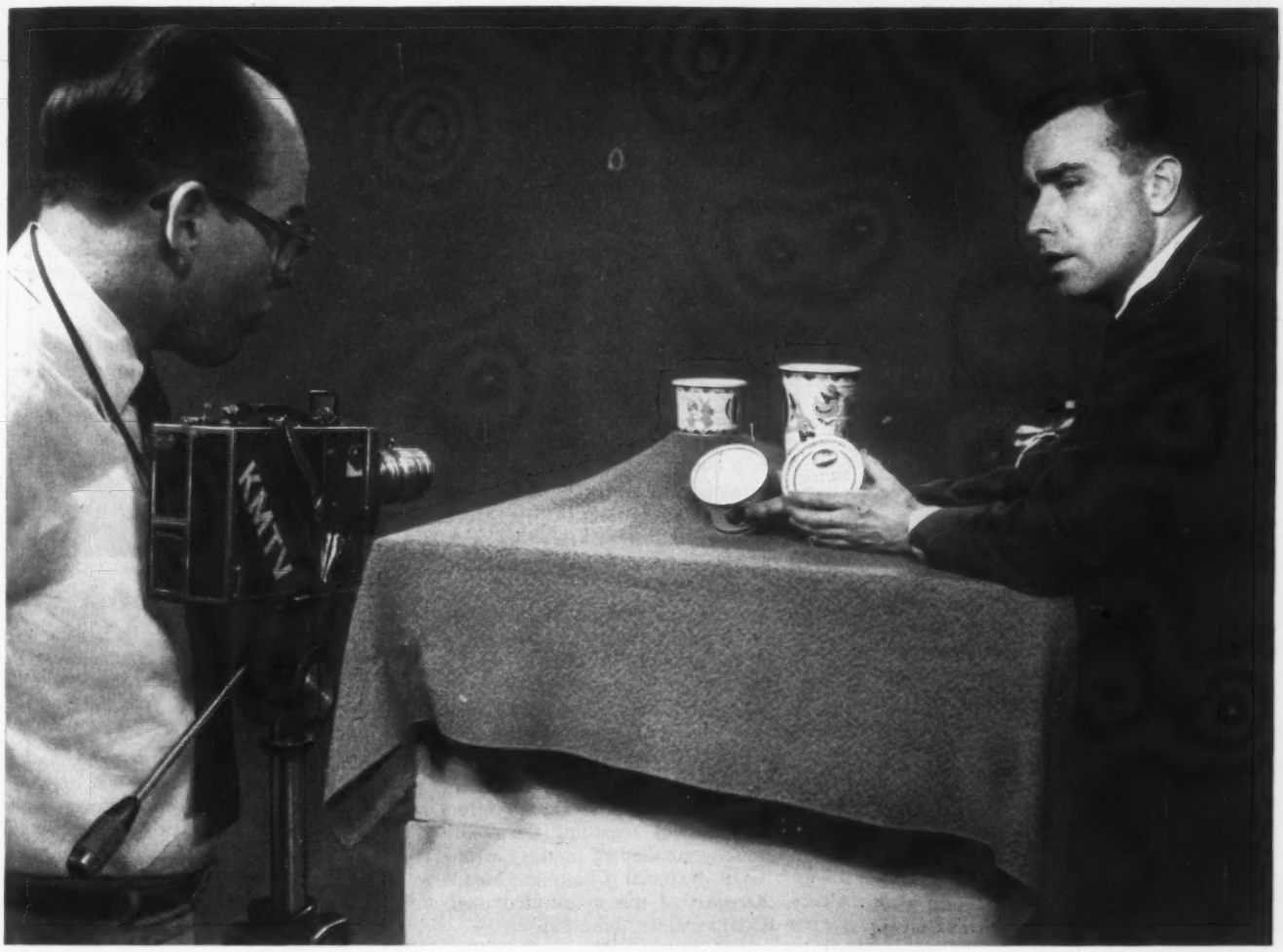
Hearing Examiner J. D. Bond has said he will not act on the petition, but will leave it up to the FCC. All parties have agreed to defer discussion of the proposals during the present hearing, scheduled to run through July 18, until the FCC acts on the petition.

Oklahoma and Coastal both specify sites nearby the WDSU-TV (ch. 6) antenna 4-5 miles from New Orleans—some 30 miles under the FCC minimum separation requirement in the case of WJTV and 5 miles in the case of Houma. The Washington Airspace Panel has disapproved of the present proposed towers, or any over 308 feet, but Oklahoma and Coastal say the proposed 502-foot towers at the requested new site come within requirements (not over 978 feet) laid down by the Fort Worth regional Airspace Panel. The WDSU-TV tower is 930 feet.

The joint petition said the new proposals would permit operation with no air hazard, would be compatible with the "antenna farm" concept, would give WJTV and Houma ch. 11 greater "actual protection" than the "legal" protection afforded under Sec. 3.610 (b) of the FCC rules, would provide a city grade service to all of New Orleans except a swampy and uninhabited area in the northeast tip, would provide a third "competitive" vhf service to New Orleans and would provide "proper relief" in an "exceptional case."

The third applicant, WJMR-TV New Orleans (ch. 20), has been operating experimentally on ch. 12 on a dual basis under special temporary authorization, but the U. S. Appeals Court for the District of Columbia has ruled that the FCC should not have granted the STA without a hearing of WJTV's charge that WJMR-TV is "not proposing a *bona fide* experiment" [GOVERNMENT, May 26].

This was the second request for waiver of the minimum mileage in substantial amount. Five applicants for ch. 10 in Tampa-St. Petersburg made a similar request last month [GOVERNMENT, June 16; also see page 56].



In KMTV's studio, Chief Photographer Dale Hoaglan (left) and TV Director Jack Riley shoot a commercial. The station uses Du Pont 930 and 931 for all film work — commercials, newsreels, on-the-spot interviews.

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WHAV, HAVERHILL, MASS.:
BOB KIMEL REPORTING—
Creative WHAV put selected Lang-Worth jingles to work for a "Buy in Haverhill!" community service campaign that was turned into a city-wide promotion by the Chamber of Commerce based on the station's air theme. Result: upturn in business for city merchants and WHAV and other media.

WKIS, ORLANDO, FLA.:
BILL FORSYTHE REPORTING—
Skilled production of Lang-Worth selling jingles by Art & Dottie Todd plus live copy brought B&D Air Conditioning's campaign on WKIS up to 70 spots weekly. Proving that Radio reaches everybody, the plan is moving store and industrial air conditioning as well as home buying.

WQSN, CHARLESTON, S. C.:
E. HAROLD KEOWN REPORTING
"Own Your Own Home" to a Dixieland beat gave WQSN client Dorchester Estates the "something different" they needed in Radio advertising. Station reports "many sales" with Radio Hucksters — and other Lang-Worth program aids help it maintain #1 audience position in the market.

WEJL, SCRANTON, PA.:
HUGH CONNOR REPORTING—
WEJL sponsor Joseph the Furrier finds that its Radio Huckster campaign fits any merchandising and copy need . . from "advertising" to hard-sell, special sales, fur storage, Christmas et al. So Scranton's oldest furrier is one of WEJL's biggest "most happy sponsors".

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Pine Bluff 'Charges' Heard by FCC Officer

That Pine Bluff, Ark., radio case—which has become something of a national issue because of alleged intervention by Rep. Oren Harris (D-Ark.)—had a four-hour hearing before an FCC hearing examiner last Tuesday (July 1) to hear "charges" against the favored grantee.

B. J. Parrish, KOTN Pine Bluff, appearing as a public witness, maintained that the city could not support a fourth radio station and that favored Jefferson County Broadcasting Co., does not operate its stations properly and its principals are "trafficking" in licenses.

Jefferson County is owned by Louis Alford, Phillip D. Brady and Albert Mack Smith. They own also WAPF McComb, WMDC Hazelhurst and WDAL Meridian, all Mississippi.

Hearing Examiner Thomas H. Donohue struck Mr. Parrish's testimony from the record on the ground that it was unsupported, hearsay and conclusionary. Mr. Parrish protested, castigated the FCC and charged that he had been denied due process.

It was in Mr. Parrish's behalf that Rep. Harris wrote to the FCC asking for information on its policy regarding the ability of a community to support more than one station. GOP National Chairman Meade Alcorn charged that this constituted intervention [GOVERNMENT, June 30].

The two-year-old Pine Bluff case has a variegated history. Jefferson County filed for 1270 kc with 5 kw daytime, and found itself opposed by Kermit F. Tracy asking for the same frequency with 1 kw daytime at Fordyce, Ark., about 35 miles southwest of Pine Bluff.

The hearing examiner issued an initial decision favoring Jefferson County in April 1957. After several further hearings and arguments, Mr. Tracy dismissed his application in December 1957.

Jefferson County meanwhile found 1570 kc with 250 w daytime at Fordyce, applied for and received the grant. Last April it turned over the cp to Mr. Tracy.

At this point, the Pine Bluff station owners began protesting that the community could not support four stations and asking that no grant be made to Jefferson County.

Other Pine Bluff stations besides KOTN are KCLA and KPBA.

Tennessee Class II Applicant Gets FCC to Over-rule Itself

Persuaded by the to-the-point reasoning of a broadcast applicant, the FCC has waived one of its most sacrosanct rules to make an am grant to Lookout Broadcasters, Lookout Mountain, Tenn., for a Class II station on 1070 kc, with 1 kw day and 10 kw night and two directional antennas.

Sec. 1.351 (c) provides that action will be withheld pending conclusion of the FCC's daytime skywave proceeding, on grants of new Class II stations which would operate differently day and night. But there is no such restriction for existing Class II stations.

Lookout merely explained to the FCC that this would force the station to take two steps in getting the desired differing powers and antennas day and night: the first, to apply for facilities which do not differ day and night, then as an "existing" station, to apply for the differing day and night facilities. This, Lookout told the FCC, is inequitable and places a hardship on the applicant. The FCC agreed and waived its rules.

The grant was made in conjunction with a grant to WAPI Birmingham to increase its daytime power on 1070 kc from 10 to 50 kw and add a different directional antenna in the daytime to the one it already has at night [GOVERNMENT, June 23].

Five Florida Applicants Ask New Sites for Tv Towers

Five applicants for ch. 10 in Tampa-St. Petersburg, Fla., changed their minds last week about wanting to move their antennas to a site 185 miles from co-channel WPST-TV Miami—35 miles under the 220-mile minimum FCC mileage separation requirement.

The five last week asked the FCC to let them amend their original applications to specify Largo, Fla., a small town near Tampa-St. Petersburg, and antennas 549 feet above sea level. A sixth applicant, Florida Gulfcoast Broadcasters Inc., already had specified Largo and 549 feet.

Making the request last month for a declaratory order waiving FCC mileage requirements were City of St. Petersburg (WSUN-TV), Suncoast Cities Broadcasting Corp., WTSP-TV Inc., Bay Area Telecasting Corp. and Tampa Telecasters Inc. [GOVERNMENT, June 16]. At the time they said they could not cover Tampa-St. Petersburg with a city-grade service without tower heights over 900 feet for the antenna area specified by the FCC when ch. 10 was dropped-in at Tampa-St. Petersburg in June 1957. The Washington Airspace Panel set a maximum height of 549 feet. The five at the time said if the FCC denied their petition they would amend to specify Largo with 549 feet.

KYAT (TV) Time Extension Turned Down by FCC Examiners

An initial decision looking toward denying Wrather-Alvarez Broadcasting Inc. an extension of time to construct KYAT (TV) on ch. 13 at Yuma, Ariz., has been issued by FCC Hearing Examiners James D. Cunningham and Herbert Sharfman. The firm received its construction permit Jan. 25, 1956. It later asked that ch. 13 be reallocated to El Centro, Calif., but resolution of the FCC's rulemaking on this request has been delayed by negotiations with Mexico on proposed border tv reallocations.

The two hearing examiners said KYAT seems to have been engaged in holding operations until ch. 13 could be moved, and that Yuma appears to have lost its attractiveness to the applicant.

The ch. 13 grant was made without hear-

ing and a protest by KIVA (TV) Yuma was denied. Other applicants have said they intend to apply for ch. 13 if it is moved to El Centro.

Marietta Investment Corp. (formerly Wrather-Alvarez Broadcasting Inc.), grantee of KYAT, also owns KFMB-AM-FM-TV San Diego and KERO-TV Bakersfield, both California.

Networks Weren't Unfair On Pay Tv Question—FCC

The FCC told Skiatron Electronics & Television Corp. last week that it does not believe the networks violated the Commission policy on editorializing in presenting programs on pay television.

James M. Landis, special counsel for Skiatron, was told in a letter last Monday (June 30) that the Justice Dept., not the FCC, is the agency to act on Mr. Landis' charges that "there is a concerted campaign being conducted by the networks, their affiliates, and their trade organization, the NAB, to destroy potential competitors," which, Mr. Landis said, constituted a violation of the antitrust laws. The same applies for Mr. Landis' charges of newspaper advertising in aid of this "supposed campaign," the FCC said.

The FCC noted that Mr. Landis had written letters Feb. 14 and March 5 alleging the networks and a number of their affiliates violated FCC policy on editorializing by being unfair in presenting the subscription tv issue.

The FCC said that on April 16 it advised Mr. Landis that his charges were being brought to the attention of "the stations and networks mentioned by you as participating in the broadcast." The FCC said it also contacted other stations alleged to have editorialized unfairly on pay tv and that responses "are being studied and you will be kept informed as to the action, if any, the Commission takes."

The FCC said it had given "very careful consideration" to the documented replies of the three networks in response to the FCC's inquiry of them. The FCC added its opinion that "programs broadcast by the networks have presented both sides of the controversy and the news programs similarly refer to both sides."

KFBC-TV Asks Neb. Reversal

KFBC-TV Cheyenne, Wyo., last week asked the U. S. Court of Appeals in Washington to forbid construction of ch. 13 Alliance, Neb., by Western Nebraska Tv Inc. The motion for a stay came one week after KFBC-TV filed an appeal in the same court seeking to overturn the FCC's June 19 grant to the Western Nebraska company, which includes principals associated with the ownership of KCOW Alliance and KOLT Scottsbluff, both Nebraska. KFBC-TV claimed FCC refused to permit it to intervene in the hearing and also refused to take up financial questions regarding the sale of stock by Western Nebraska. KFBC-TV also owns KSTF (TV) Scottsbluff, Neb., which is considered in the prospective Alliance station's coverage area.

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AFM Trust Fund Suit To Get Court Hearing

The right of California courts to hear the suit brought by rebel musicians of the American Federation of Musician's Local 47 against payment of any royalty funds to the Music Performance Trust Funds was upheld last week when the U. S. Supreme Court dismissed appeals attempting to bar the hearing of the suit in California.

The appeals were from a ruling of the California Supreme Court upholding the right of the Los Angeles Superior Court to hear the suit. Rebel musicians are suing to prohibit payment of royalties by motion picture studios and phonograph recording studios to the national fund and to segregate these monies in a separate account.

The appeal to the U. S. Supreme Court was made by AFM and was based largely on the ground that Samuel R. Rosenbaum, trustee of the funds and an indispensable party to the action, is a resident of New York. (Also see story page 48.)

Cecil F. Read, leader of the fight to upset AFM's trust fund practices, hailed the decision as a "crushing blow to the attempts of certain employers and AFM to avoid trial in California." AFM President Herman D. Kenin, however, called it a "decision that confirms the *status quo*," while Michael G. Luddy, attorney who has represented AFM in these cases in California, said it "had been expected in view of other recent Supreme Court decisions."

The first of four lawsuits has been placed on the calendar of the Los Angeles Superior Court and is expected to come to trial in about four months. This suit asks $8.5 million damages from AFM on behalf of some 6,000 musicians employed in phonograph recording plus a permanent injunction restraining AFM from putting wage increases and royalty payments from employers into the fund instead of giving them to the musicians making the records. Los Angeles Superior Court Judge John J. Ford last January granted the litigants a temporary injunction to prevent the 21% wage increase payments from being sent out of the state to the trust fund pending trial of the suit on its merits.

He named the Citizens National Trust and Savings Bank as receiver [PERSONNEL RELATIONS, Jan. 13]. The bank now holds about $1 million of these funds and Mr. Read said the figure will probably reach $2 million by next February, when the present AFM recording contracts expire.

Mr. Read, chairman of the Musicians Guild of America, newly formed union which is challenging AFM's right to represent musicians in bargaining with the major motion picture producers at an NLRB election to be held this week [July 9-10], said that 60 days before the end of the phonograph recording contracts MGA intends to file petitions for NLRB elections to represent the musicians in this field as well.

MGA also last week filed unfair labor charges against AFM and the Assn. of Motion Picture Producers for "interfering with, restraining and coercing employes voting in the NLRB election" in the motion picture field. Negotiations of AFM and AMPP for scoring of motion pictures outside of Los Angeles County, when virtually no such scoring has been done outside that area in the past, could and would be interpreted as a threat of a "runaway shop" and price cutting competition if musicians elected MGA as their bargaining agent, Mr. Read said. Henry Kaiser, general counsel of AFM, labeled the move as a "transparent publicity stunt" and a "futile effort to build up excuses for the defeat [Read] inevitably faces."

Attorneys in Miami Pre-Hearing Split on Stipulated Testimony

Efforts to gain agreement among contesting attorneys in the Miami ch. 10 rehearing to permit the general stipulation of testimony given before the House Legislative Oversight Committee—in order to save time and expense of bringing witnesses to Washington to testify on the same matters—failed last week at the second pre-hearing conference in Washington.

Public Service Corp., National Airlines subsidiary, objected to the procedure but agreed it will consider portions of the congressional hearing transcript submitted for stipulation by FCC General Counsel Warren E. Baker. Other lawyers in the case will also get a chance to review these segments and object if they desire.

The second pre-hearing conference last Monday also decided the order of witnesses at the Sept. 8 hearing. The FCC group will commence the testimony, after which the following will present their cases: WKAT Inc., L. B. Wilson, North Dade Video Inc., Public Service, Eastern Airlines and the Justice Dept. In addition to the FCC's general counsel, the Commission's Broadcast Bureau is also a party to the hearing.

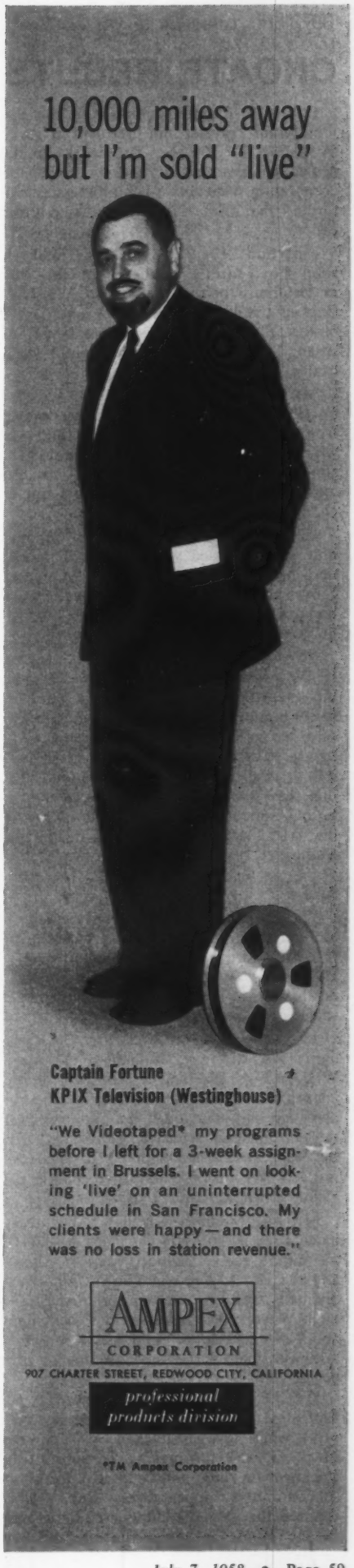
The group agreed that anyone desiring to hold the hearing in Miami must petition the FCC. Earlier it had been thought that Judge Horace Stern could rule on this matter.

The third pre-hearing conference was rescheduled from Aug. 22 to Aug. 25.

The hearing will seek to determine whether former Comr. Richard A. Mack should have voted when the FCC issued its final decision in February 1957 granting the hotly contested ch. 10 to National Airlines. Other issues involve allegations of undue influences on commissioners and other improprieties brought out before the House Legislative Oversight Committee earlier this year.

Clear-Channel Deadline Delayed

Date for filing comments on the FCC's proposed rulemaking in the clear-channel proceeding has been extended from July 15 to Aug. 15, Commission granting in part requests by Westinghouse Broadcasting Co. and CBS Radio, asking extension to Sept. 15.


10,000 miles away but I'm sold "live"
Captain Fortune
KPIX Television (Westinghouse)
"We Videotaped* my programs before I left for a 3-week assignment in Brussels. I went on looking 'live' on an uninterrupted schedule in San Francisco. My clients were happy—and there was no loss in station revenue."
AMPEX
CORPORATION
907 CHARTER STREET, REDWOOD CITY, CALIFORNIA
professional products division
*TM Ampex Corporation

CHOATE REBUTS CHARGES BY FOX

Robert B. Choate, publisher of the *Boston Herald-Traveler* and president of its ch. 5 WHDH-TV Boston, last week quickly denied charges that he and the newspaper corporation were active behind-the-scenes in forcing the *Boston Post* to suspend publication.

This and other charges were made by John Fox, former publisher of the *Post,* in testimony before the House Legislative Oversight Subcommittee in its investigation of the relationship between Presidential Assistant Sherman Adams and Boston industrialist Bernard Goldfine.

Mr. Fox claimed the demise of the *Post* in 1956 was caused by pressures exerted from high in the Administration and with which Messrs. Choate and Goldfine were connected. In earlier testimony, Mr. Fox told of *Post* efforts to secure the grant for ch. 5, won by WHDH-TV.

He maintained the *Post,* whose application was dismissed when it ceased publication, probably would have been granted ch. 5 over the *Herald-Traveler* because the latter publishes twice daily while the *Post* published only a morning paper.

Mr. Choate denied all the charges made by the witness and claimed, in fact, that he did everything possible to assist the *Post* in continuing publication. This included, he said, an offer of financial assistance. He sent a telegram to Rep. Oren Harris (D-Ark.), chairman of the subcommittee, hitting the "smear and run tactics of this notorious subcommittee." Rep. Harris replied that Mr. Choate, who testified during subcommittee hearings in Boston, would have a chance to appear again [AT DEADLINE, June 9].

The chairman also read a statement by an unnamed Securities & Exchange Commission attorney that, in his opinion, *Herald-Traveler* officials "are anxious to deal a death blow to the *Boston Post* both for personal and business reasons."

Just before the finish of Mr. Fox' testimony last Monday, William J. Dempsey, WHDH-TV's Washington counsel, shouted a protest to Fox charges from the hearing audience and demanded an opportunity to reply. Through repeated gavels for order by Rep. Harris, he shouted to the committee: "We propose to prove Mr. Fox is a liar, a welsher and a cheat."

Mr. Fox promptly added Mr. Dempsey's name to a list he said he plans to sue for $1 million each. Included are Mr. Choate and the Herald-Traveler Corp. "All the individuals and the newspaper made thoroughly scurrilous and libelous statements about me in writing," said Mr. Fox, whose testimony before the subcommittee is privileged.

Mr. Goldfine testified Wednesday and Thursday of last week but before he could say a word he was attacked by Rep. Peter Mack (D-Ill.) for making portions of his statement on radio and tv in advance of the subcommittee appearance. Rep. Mack claimed that Mr. Goldfine broke the rules of the House in not furnishing the subcommittee with advance copies.

A film of Mr. Goldfine reading his statement was carried Wednesday morning on *Today* (NBC-TV) two hours prior to his Capitol appearance. Radio networks also carried tapes of Mr. Goldfine reading from his prepared statement.

Tex McCrary, tv personality and public relations executive, arranged for the radio-tv broadcasts. He said Mr. Goldfine's attorney, Roger Robb, asked him for help and that he and two members of his public relations firm were serving without a fee.

In developments outside the hearing room related to the subcommittee's investigations of the FCC and other regulatory agencies, Rep. Thomas B. Curtis (R-Mo.) introduced a resolution censuring the subcommittee and calling for the appointment of a special three-man committee to investigate the investigators. Rep. Curtis attempted to get immediate House action on his move, but the speaker ordered the resolution referred to the House Rules Committee.

Rep. Clare Hoffman (R-Mich.) introduced a resolution authorizing the Harris subcommittee to spend $5,000 to hire mental experts to determine "the truth-telling ability" of prospective witnesses.

Rep. Kenneth Keating and Sen. Jacob Javits, both Republicans of New York, introduced identical joint resolutions calling for establishment of a special commission on conflict of interests and ethics in federal government. The two legislators also introduced identical bills spelling out a code of ethics for members of Congress, the FCC and other government officials.

Rep. Emanuel Celler (D-N.Y.), noting the introduction of the Keating and Celler measures, said that 35 such proposals now have been introduced. "I would like to point out that our Antitrust Subcommittee [which Rep. Celler heads] did not need to wait for an Adams case or a Mack case before tackling these problems," he stated. Since early 1957, he said, the subcommittee has been engaged in a detailed study of conflict-of-interest legislation. He released a 95-page staff study on the subject.

Rep. Donald Tewes (R-Wis.) introduced a bill establishing a 10-member commission to conduct a "full and complete" investigation of the independent regulatory agencies. The commission would exist until December 1959 with one of its goals to determine what legislation is necessary to separate quasi-judicial functions of the FCC and other agencies from their other duties.

WMCA Editorial on Immigration Evokes Interest of House Group

An editorial aired by WMCA New York President Nathan Straus criticizing the McCarran-Walter Immigration Act probably will lead to Mr. Straus' appearing before the House Immigration & Naturalization Subcommittee. The subcommittee said last week Mr. Straus will be asked to testify when hearings are resumed.

The editorial was broadcast June 13 and a copy was sent to subcommittee Chairman Francis E. Walter (D-Pa.) with an offer of equal time to reply. In an answering letter, Rep. Walter stated: "Having read what Mr. Straus had to say, I doubt whether you were in earnest in suggesting that a reply be made to a series of lies, adorned with several misrepresentations. However, I will be glad to give Mr. Straus an opportunity to repeat what he said before this subcommittee."

In reply, Mr. Straus told the congressman that WMCA's offer of time was made "in complete sincerity" and urged that he accept. He said there was little point in his appearing merely to repeat the editorial but if the committee wanted to study the subject factually, he "would be happy to accept an invitation."

Last Wednesday, Rep. Walter still had expressed no interest in Mr. Straus' offer of time.

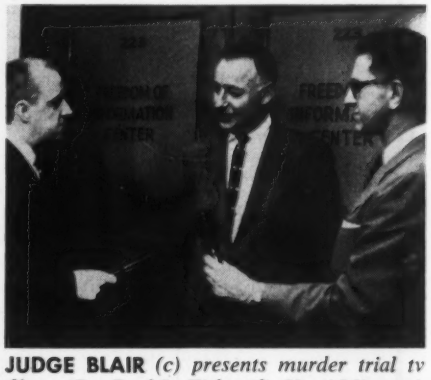
Blair Presents Film of Trial To New U. of Missouri Center

The new Freedom of Information Center at the U. of Missouri School of Journalism was opened to visitors June 28 when Circuit Judge Sam C. Blair, of Jefferson City, Mo., presented a tv film shot in his courtroom to the center.

Establishment of the center is part of the school's golden anniversary celebration. The decision to set up a center to serve all areas of journalism was reached March 13-14 at a meeting of representatives of professional journalism organizations and news media. The center is a repository and clearing house of information which newsmen and others can use for research purposes.

Judge Blair, brother of Gov. James T. Blair, of Missouri, said in presenting the film coverage of a murder trial in his court, "Courts and cameras are compatible. All communications media have a right to attend court hearings as an aid to the people in their effort to learn, to hear and to see. The only restriction should be that of proper decorum."

The murder trial was filmed last March 31-April 3 by Phil Berk and Dan Crossland, of KOMU-TV Columbia, university station. After the trial Judge Blair had told the broadcasters, "Hardly anyone knew you were there. I hope you come back again."



JUDGE BLAIR *(c) presents murder trial tv film to Dr. Paul L. Fisher (l), U. of Missouri, and Phil Berk, KOMU-TV Columbia, Mo.*

An astounding fact!

MGM RE-RUNS TOP FIRST RUN RATINGS...

and WJZ-TV (BALTIMORE) *proves it !!*

First Run		Re-Run
13.0 Wed. 9/11/57 Early Show ARB	MGM's LASSIE COME HOME	14.8 Sat. 3/1/58 Early Show ARB
First Run		**Re-Run** *
15.7 Tues. 11/8/57 Late Show ARB	MGM's MRS. MINIVER	Part One: 17.9 (Tues. 4/8/58) | Part Two: 16.5 (Wed. 4/9/58) Early Show ARB
First Run		**Re-Run** *
24.9 Fri. 12/6/57 Late Show ARB	MGM's THEY WERE EXPENDABLE	Part One: 26.0 (Sun. 3/2/58) | Part Two: 26.2 (Mon. 3/3/58) Early Show ARB
First Run		**Re-Run** *
22.7 Thurs. 9/10/57 Late Show ARB	MGM's 30 SECONDS OVER TOKYO	Part One: 21.6 (Wed. 12/4/57) | Part Two: 23.6 (Thurs. 12/5/57) Early Show ARB

* MGM's longer features are shown on WJZ's Early Show in two installments — therefore, the two-part rating.

Great news for TIME BUYERS

WJZ-TV offers you Baltimore's best buy in early or late evening minute spots . . . participations in M-G-M's great-rated features. For a cost-per-thousand story that can't be beat, contact your Blair-TV man now!

Great news for STATION OWNERS

If you're considering the purchase of a major studio feature library, remember M-G-M not only offers you the over-all selection of the finest motion pictures ever made . . . but also offers you documented proof that its films RATE GREAT in first runs, and re-runs, too! Contact MGM-TV today for full details.

MGM-TV

A SERVICE OF
LOEW'S INCORPORATED
Richard A. Harper, General Sales Mgr.
1540 Broadway, New York 36, N. Y.
JUdson 2-2000

BUSINESS IS GOOD IN CINCINNAT
WHERE PROGRESS IS THE KEYNOT

Cincinnati—1958—a city of progress

BUSINESS IS GOOD IN CINCINNATI. During 1958 more than a half billion dollars will be spent in public and private construction. New buildings for industy; new schools; new hospitals; new homes (thousands of them); new super-highways—are pouring dollars into the pockets of Cincinnati's wage earners—the Cincinnati market.
WCKY reaches this market best.

BUSINESS IS GOOD IN CINCINNATI. With over 410,000 gainfully employed in May, Cincinnati's unemployment figure stood at 5.6%. The national average was 7.5%. Cincinnati's payroll for 1958 will be in excess of one billion 800,000 dollars.
WCKY tells them what to buy—and where.

BUSINESS IS GOOD IN CINCINNATI. Four four consecutive weeks in June, Cincinnati Department store sales were up, with dollar volume increases of 5% over the same period of 1957. Department store sales in the Fourth Federal Reserve District, which includes Ohio's largest cities, were off 1
WCKY reaches the people who spend their dollars in Cinc nati Department Stores.

BUSINESS IS GOOD IN CINCINNATI. In the period, M 1958, against May 1957, all retail sales in 8 Ohio Coun (again including the state's largest centers) were off fr 2.2% to 22.1%. Hamilton County (Cincinnati) was off of 1%.

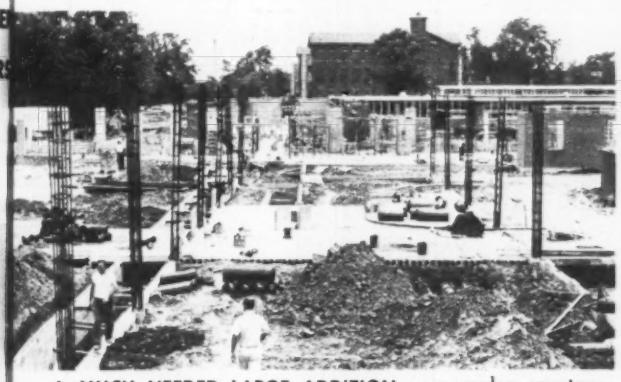
BUSINESS IS GOOD IN CINCINNATI. For months, WCK newscasts have quoted a different business or indust leader, each day, with a concrete story about his spec sales increases—business up-turns—dollar volume increa

BUSINESS *IS* GOOD IN CINCINNATI—
A MUST MARKET FOR THE ADVERTISE

WCKY—FIRST CHOICE OF ADVERTISERS
FOR THE CINCINNATI MARKET—
WHERE BUSINESS IS GOOD.

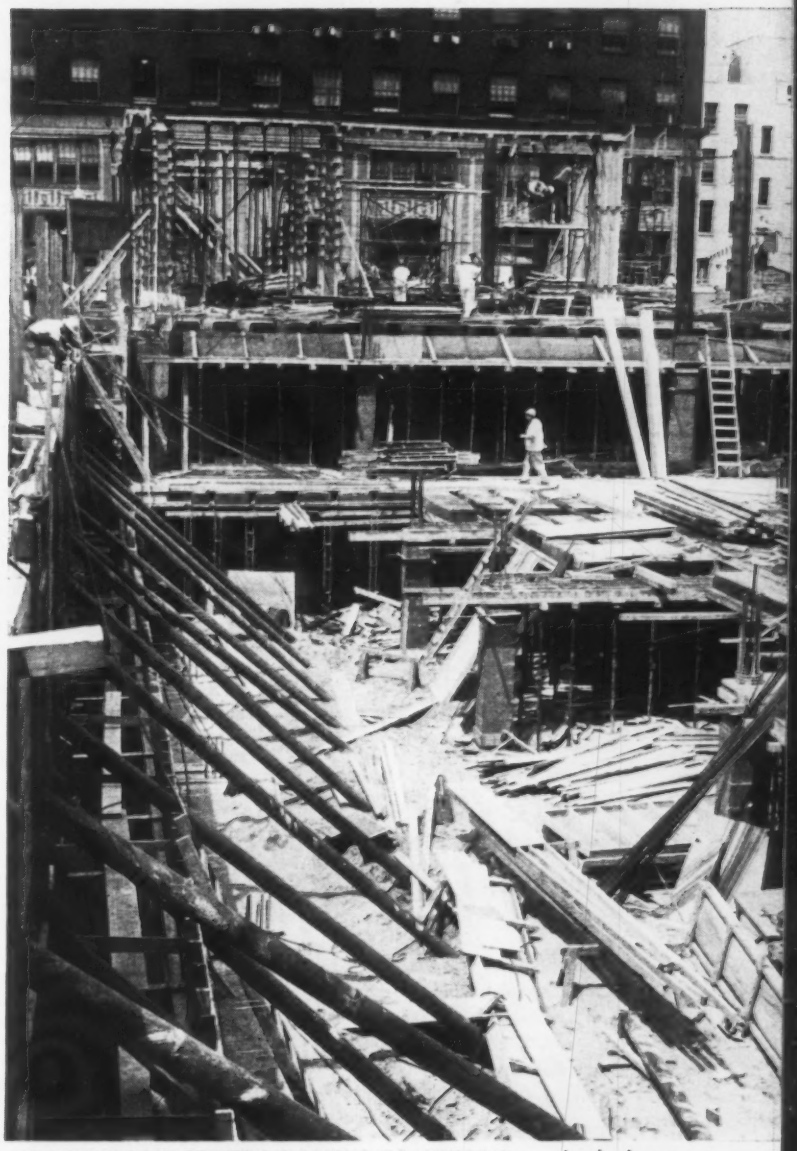
MILLION DOLLAR ADDITION to Christ Hospital, scheduled for completion in 1960.

FAIRVIEW SCHOOL, one of several new schools under construction to care for Cincinnati's growing youth population.

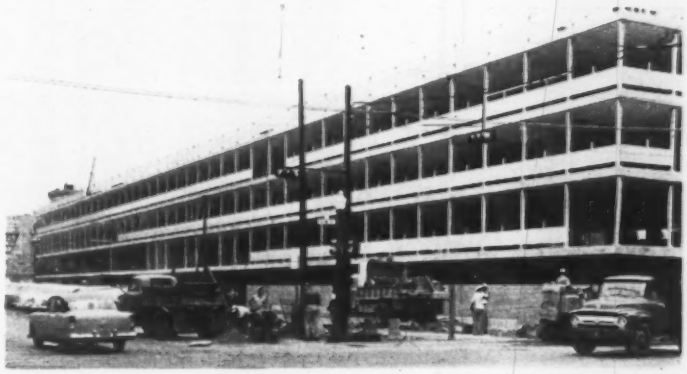


A MUCH NEEDED LARGE ADDITION now under construction at Longview State Hospital.

A NEW MEDICAL CENTER — a part of The University of Cincinnati's famous medical college.



THE NEW KROGER GROCERY & BAKING CO. BUILDING . . . in the heart of downtown Cincinnati.



ONE OF THE SEVERAL MUNICIPAL GARAGES being erected by the city to care for the constantly growing parking problem.

A VIEW OF A PORTION OF THE THIRD ST. DISTRIBUTOR — a multi-million dollar five year project to facilitate traffic movement in Cincinnati.

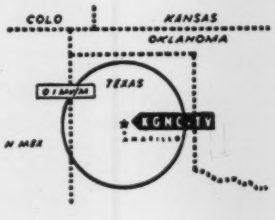
WCKY THE HOME OF PLEASURE PROGRAMMING

NEW YORK	CINCINNATI	CHICAGO AM RADIO SALES	SAN FRANCISCO AM RADIO SALES	LOS ANGELES AM RADIO SALES
TOM WELSTEAD	C. H. "TOP" TOPMILLER	JERRY GLYNN	KEN CAREY	BOB BLOCK
42 E. 52nd St.	Sheraton Gibson Hptel	400 N. Michigan Ave	950 California St.	5939 Sunset Blvd.
ELdorado 5-1227	CHerry 1-6565	MOhawk 4-6555	GArfield 1-0716	HOllywood 5-0695

use
CHANNEL 4-SIGHT

No need for telescopic vision to see the results you will reap from the use of Channel 4 on the great Golden Spread. More than 100,000 TV sets in a vastly healthy and wealthy market.

Power: Visual 100 kw
Aural 50 kw
Antenna Height 833 feet above the ground



KGNC-TV
CHANNEL 4
AMARILLO, TEXAS

CONTACT ANY KATZ MAN

President Names Leo A. Hoeg To Head New Defense Agency

President Eisenhower has appointed Leo A. Hoeg as director of the newly merged Office of Defense Mobilization and the Federal Civil Defense Administration. Mr. Hoeg is the present director of FCDA. In his new job, the 50-year-old Iowa Republican succeeds Gordon Gray. Mr. Gray has been named special national security assistant to President Eisenhower.

Mr. Hoeg, a native of Chariton, Iowa, who practices law there and in Cedar Rapids, was attorney general and then governor of Iowa (1953-56). He was named FCDA administrator last July, succeeding Val Peterson. Mr. Hoeg served in the U. S. Army during World War II and was a lieutenant colonel of infantry on his discharge.

The new Office of Defense & Civilian Mobilization came into being last April when President Eisenhower notified Congress that he intended to merge the two organizations. Congress failed to veto this merger and last week it became final. The ODCM has ultimate responsibility for government radio spectrum allocations and defense and disaster communications. The FCDA has been a strong critic of the Conelrad system, whereby in an emergency civilian broadcasters change to a cluster intermittent operation on 640 kc and 1240 kc. It claimed that radio stations operating under Conelrad conditions do not have the range to be useful for emergency civil defense announcements to the public.

Mr. Gray, a Democrat and former assistant secretary of the Army under President Truman, succeeds Robert Cutler of Boston in his new position. Mr. Gray owns the *Winston Salem* (N. C.) *Journal* and *Twin City Sentinel* (WSJS-AM-FM-TV).

House Schedules Final Round In Hearings on Smathers Bill

Final testimony in lengthy hearings held by the Senate Commerce Committee on S 2834, designed to divorce networks and stations from ownership in BMI, will be held Tuesday, July 15 and July 22.

The hearings began last March [GOVERNMENT, March 17] and have continued sporadically on the bill introduced by Sen. George Smathers (D-Fla.). Proponents of the measure (mainly members of ASCAP and the Song Writers Protective Assn.) have testified that BMI songs are played by stations at the expense of "better" ASCAP tunes. The charges have been vigorously denied by BMI, broadcasters, educators, performers, composers and publishers belonging to both licensing organizations.

Rebuttal testimony will be given July 15 by John Shulman, SPA attorney, while a spokesman for BMI will offer sur-rebuttal July 22.

KBAK-TV Appeals FCC Denial

KBAK-TV Bakersfield (ch. 29), Calif., asked the U. S. Court of Appeals in Washington last week to reverse the FCC's action adding chs. 17 and 39 to that city. It also asked the court to overturn the Commission's April 28 action denying KBAK-TV's petition for reconsideration of the original January order allocating the two uhf frequencies in Bakersfield. The two uhf channels were assigned to Bakersfield upon the request of KFRE-TV Fresno and KXOA Sacramento, both California.

Buyer Can Depreciate Price Of Money-Losing Radio Station

The entire purchase price of a money-losing radio station can be classed as tangible assets and can be depreciated, the U. S. Tax Court has decided.

The ruling came June 27 in a conflict between the owners of WBSR Pensacola, Fla., and the Commissioner of Internal Revenue. In 1950 Don L. Lynch, Patt McDonald and associates leased WBSR for one year at $4,000 and in April 1951 exercised their option to buy the 250 w fulltime outlet (on 1450 kc), at $44,000. At that time it was affiliated with NBC, but this was changed to CBS after the purchase. It was also in the red for the previous four years.

The new owners listed land, building and equipment in the amount of $44,000, and took the regular depreciation allowance. The Internal Revenue Service insisted that $16,000 of the purchase price should have been attributed to intangible license and goodwill assets and therefore not eligible for depreciation. The Tax Court ruled that since the station was a loss operation, no value could be apportioned to the license or goodwill.

Madison Deintermix Refusal Sustained by Appellate Court

The FCC's refusal to deintermix Madison, Wis., and move ch. 3 to the Rockford, Ill., area was upheld last week by the U.S. Court of Appeals in Washington. In a *per curiam* opinion, the judges said, "We find no basis for disturbing the Commission's action." The appeal was taken by ch. 39 WTVO (TV) Rockford, Ill. The Commission decided last year to keep ch. 3 in Madison, turning down petitions asking that Madison be made an all-uhf city.

President's Right to Fire Limited by Supreme Court

The U. S. Supreme Court last week ruled the President has no right to remove a member of the federal regulatory agencies unless such power is specifically granted by Congress. The Communications Act of 1934 as amended provides no method of removal for commissioners—except, of course, in impeachment proceedings for cause.

In a unanimous opinion written by Justice Felix Frankfurter, the high tribunal held President Eisenhower exceeded his power by removing a member of the War Claims Commission in 1953.

The petitioner, Myron Wiener, was appointed to the War Claims Commission by President Truman in 1950. He was removed by President Eisenhower in 1953 after he refused to resign because, the President said,

he wanted "personnel of my own selection." The War Claims Commission went out of existence in the middle of 1954, but Mr. Wiener sued for back pay.

Justice Frankfurter reviewed the 1926 Myers case when Chief Justice Howard Taft for the Supreme Court ruled the President has the power to remove a postmaster at will and by inference all officers exercising quasi-judicial power. In 1935 Humphrey case the Supreme Court overruled President Roosevelt's dismissal of Federal Trade Commissioner William E. Humphrey. The law establishing FTC provided for removal of a commissioner for inefficiency, neglect of duty or malfeasance, but President Roosevelt dismissed Mr. Humphrey because he wanted a man of his own selection.

Justice Frankfurter concluded,

". . . We are compelled to conclude that no such power is given to the President directly by the Constitution and none is impliedly conferred upon him by statute simply because Congress said nothing about it. . . ."

The question whether the President has authority to remove an FCC commissioner arose earlier this year when testimony involving then Comr. Richard A. Mack and the grant of Miami ch. 10 to National Airlines was given before the House Legislative Oversight Committee. Mr. Mack resigned his office in April, presumably upon request of the White House.

Directional Antenna Tests To Be Speeded by AMST

Rapid advancement of Assn. of Maximum Service Telecasters' tests of the effect of directional antennas in suppressing interference in practical operation was directed by AMST's board of directors at a meeting in Washington June 21. John H. DeWitt Jr. of AMST's technical committee reported on this topic.

The board approved AMST participation in the FCC's inquiry into the effects of community antenna systems, boosters, satellites and translators on regular tv stations. AMST is particularly concerned with interference problems. On ABC's proposal to revise allocations, the board moved to oppose all cases of reduced mileage separations, a stand in which it has been consistent.

Lester W. Lindow, executive director, reported widespread support by AMST members to an appeal for funds for Tv Allocations Study Organization. WCIA (TV) Champaign, Ill., and KGUL-TV Houston were accepted as members.

Uhf's Seek New Mileage Ruling

The Committee for Competitive Television, representing a group of uhf stations, last week asked the FCC to adopt rule-making "immediately" and act favorably upon ABC's petition asking revision of mileage separation requirements and the use of directional antennas to accomplish uhf drop-ins. ABC made the proposal last month, offering solutions for third vhfs in 12 markets [GOVERNMENT, June 9].

We take pleasure in announcing - -

John Alden Grimes, former special consultant in the Internal Revenue Service, is now associated with our organization. His long career with government began in 1920.

Mr. Grimes will specialize in evaluating broadcasting properties, and advise on the necessary allocation of assets in ownership changes.

In addition to his experience in appraising securities for tax purposes, Mr. Grimes has served as expert witness in Federal and state courts where property holdings were in litigation.

The addition of Mr. Grimes to our staff will enable us to provide complete financial and analytical assistance to station owners who face capital conservation problems. His services are available on a fee basis for special assignments.

We hope from time to time to be of further help to the radio and television industry.

ALLEN KANDER AND COMPANY

Negotiators for the Purchase and Sale of Radio and Television Stations

WASHINGTON	1625 Eye Street N.W.	NAtional 8-1990
NEW YORK	60 East 42nd Street	MUrray Hill 7-4242
CHICAGO	35 East Wacker Drive	RAndolph 6-6760
DENVER	1700 Broadway	AComa 2-3623

MR. EASTMAN MR. ARBUCKLE MR. SCHUTTE

EASTMAN CO. MAKES FAST TAKEOFF

Robert E. Eastman & Co., New York, is off to an aggressive start after its recent debut as a station representative [STATIONS, May 26; CLOSED CIRCUIT, May 12]. Already it has:

• Doubled its station lineup in about a month since opening on the fourth floor in the building at 527 Madison Ave. The nucleus group included WNEW New York, WHK Cleveland, WIL St. Louis and WRIT Milwaukee. The list now includes in addition: KBOX Dallas, WSAV Savannah and WKLO Louisville.

• Worked out with WIL and WRIT a new rate card concept that will go into effect at the stations Aug. 1. Dropped will be classifications of Class A, B, C, etc., and instituted in their stead a group of 14 "plans" with titles appropriate to the use of the time by the advertiser.

• Placed in operation three offices and their staffs.

Does the company expect to grow? Robert E. Eastman, president of the firm, former president of ABC Radio and before that executive vice president of John Blair & Co., station representative, answers emphatically that:

The Eastman firm certainly anticipates a continued growth, and currently the blueprint calls for its entry in tv station representation within six months. (Reportedly, the Eastman firm expects to add two more radio stations in the near future, and is negotiating with several other stations). The tv company would be an affiliated but separately operated and managed entity. Mr. Eastman thinks in terms of leasing new and larger quarters for the radio company and turning over the current 800 square feet of space to the new tv company.

The Chicago office is located at 333 N. Michigan Ave., and the San Francisco office in the Russ Building. Richard C. Arbuckle, former Chicago manager of NBC Spot Sales, is midwest manager, and Richard H. Schutte, former general sales manager, KCBS San Francisco, is west coast manager.

The New York office is staffed (in addition to Mr. Eastman) with three salesmen, Joseph P. Cuff, formerly with the Hearst Advertising Service's marketing division; G. Gerald Danford, formerly account executive with ABC Radio, and Lee Lahey, a former Compton Adv. timebuyer and before that with Westinghouse Broadcasting Co. Irene Bolline, who was Mr. Eastman's secretary at John Blair and his administrative assistant at ABC, is secretary-treasurer. In addition to Mr. Arbuckle, George Dubinetz, formerly radio account executive, NBC Spot Sales, is located in Chicago, as a salesman.

Reflecting the rate of current growth, the Eastman company expects soon to add another salesman in New York and also in Chicago.

The new station rate concept ("writing rates to fit advertiser demand," explains Mr. Eastman) permits the various plans to be mixed, stresses audience composition and audience appeal and ultimately the Eastman firm hopes to make it SOP for all of the radio stations it represents.

Briefly this is the concept (as it will be put into effect at WIL): there are 14 "plans" (called "sales builders"). These are classified as "Captive Housewife Plan" (9 a.m.-6 p.m., Mon.-Fri.); "Drive Times Special" (6-9 a.m. and 4-7 p.m., Mon.-Sat.); "Personality Package" (one 1-minute sales message per day for seven days in each of five shows, etc.); "Wonderful Weekend" (9 a.m.-4 p.m. and 7-10 p.m. Sat., 10 a.m.-6 p.m. Sun.); "WIL Family Plan" (24 1-minute sales messages weekly distributed among specified periods); "WIL Nighttime Special" (two messages nightly, seven nights per week, with one falling into the 7-10 p.m. segment, the other between 10 p.m. and midnight); "Day-Night Circulation Extender" (9 a.m.-4 p.m. and 7-10 p.m. Mon.-Fri.).

The plans additionally include "budget" (10 p.m.-midnight Mon.-Sat. and 6-10 a.m. and 6 p.m.-midnight Sun.); "Swing-Shift Value" (midnight-6 a.m.); "Rain or Shine Weather Package" (6 a.m.-8 p.m. Mon.-Fri., 8 a.m.-8 p.m. Sat. and 9 a.m.-6 p.m. Sun.); "Drive Carefully" (provides safety, traffic and road conditions, 6-9 a.m. and 4-7 p.m. Mon.-Sat.; 8 a.m.-8 p.m. Sat., and 9 a.m.-9 p.m. Sun.); "St. Louis Clock" (time signal package, 6 a.m.-8 p.m. Mon.-Fri., 8 a.m.-8 p.m. Sat., and 9 a.m.-6 p.m. Sun.); "Action Central News Plans" (combination packages which provide minute and 20-second availabilities for five-minute newscasts at quarter past the hour and quarter of the hour); "WIL Scoreboard" (during baseball season providing latest scores).

All of the plans individually spell out the times, frequencies and package rates for each.

Mr. Eastman, who has been known for his work with stations in the past on program creation and ideas, says his firm will follow that procedure. "We will create or borrow [programming] ideas and pass them along to the stations." The trademark his firm has adopted is an emblem showing hands clasped in a handshake ("It points up that this business essentially works with verbal commitments—a handshake—in lining up stations and placing orders"). He said the idea came about as a result of mulling over the Leo Burnett trademark (circle showing a hand reaching for the stars). "The agency," he said, "looks upward in creativity. We wish to convey [in our trademark] the warmth and business methods of the station representative."

The current lineup at Eastman includes

CONSTRUCTION begins this month on the $600,000 headquarters of KOA-AM-TV Denver. The building, scheduled for completion next spring, will have approximately 30,000 sq. ft. of floor. It will house two large tv studios with direct vehicular access, three radio studios and the stations' business offices. A feature of the new building's design is an interior garden courtyard that is open to the sky and visible from the main entrance. Located between E. 10th and 11th Avenues, there is accommodation for 60 automobiles in two adjacent parking lots.

Ahead of the times in styling, engineering, and performance

NEW GATES STUDIOETTE

For you, Mr. Broadcaster, a 100% new speech input system. The cost is modest, and yet, the new Studioette represents the ultimate in superior performance and reliability. And look at the incomparable styling of the Studioette! This is the console that will set new standards in Radio-TV stations and Recording Studios throughout the country.

SPECIFICATIONS IN BRIEF

Four channel ladder mixer accomodates four microphones into dual preamplifiers, three turntables, two tapes or projectors, network, 3 remote lines all key selected. Three unwired utility keys provided for your individual needs. High gain program amplifier, 10 watt ultra linear monitoring amplifier, dual muting and warning light relays, 4" illuminated VU meter, self contained power supply, complete cueing facilities for turntables, net, tapes and remotes, output emergency key. Reliable printed wiring, hinged down front panel, hinged up inner chassis for 100% accessibility. Knobs and keys color circuit identified. 24" wide, 8¼" high, 17" deep, panel 30° slope black anodized on gray. Space provided for third preamplifier if ever needed.

Write today for Gates Audio Guide, containing complete specifications on the new Studioette plus descriptive information on four other modern speech input systems. No obligation, of course.

$795.00

Immediate delivery

GATES GATES RADIO COMPANY — QUINCY, ILLINOIS

Subsidiary of Harris-Intertype Corporation

OFFICES — NEW YORK - WASHINGTON, D. C. - HOUSTON - ATLANTA
INTERNATIONAL DIV., 13 East 40th St., New York City — In Canada, CANADIAN MARCONI COMPANY

6 to 60

Sell 'em All

with

RADIO RAHALL

Rahall stations appeal to all . . . and we "sell 'm all" from 6 to 60. Colorful news reporting, music for every mood by outstanding personalities. Try the top-rated morning shows.

WKAP
ALLENTOWN, PA.

Again #1 Hooper, morning and afternoon, April and May. Morning shows 5 to 9 a.m. with Sammy Anderson, Dopey Duncan and Paul Galgon.

WFEA
MANCHESTER, N.H.

Top Pulse, Manchester, Concord, Nashau markets. Morning shows 5 to 10 a.m. with Chuck O'Neill and Norm Bailey.

WTSP
ST. PETERSBURG-FLA.

Top Pulse in St. Petersburg-Tampa areas. Morning show 7 to 9:30 a.m. with Johnny Simpson.

WWNR
BECKLEY, W. VA.

#1 Hooper, morning, noon and night. Morning shows 5 to 9:45 a.m. with Russ Cooke and Gary Dent.

WNAR
NORRISTOWN, PA.

Top Pulse in rich Montgomery County market. Morning shows 6 to 9 a.m. with Tony Beckus and Don Jones.

sold nationally thru
WEED & CO.
Joe Rahall, President
"Oggie" Davis, Gen. Manager

CHANGING HANDS

TRACK RECORD ON STATION SALES, APPROVAL

ANNOUNCED

The following sales of station interests were announced last week. All are subject to FCC approval.

KIMN DENVER • Sale by Standard Examiner Publishing Co. to Cecil Heftel and wife is being negotiated for about $400,000. Mr. Heftel is present general manager of KIMN and also stockholder in Standard Examiner Publishing Co. (*Ogden* [Utah] *Standard Examiner*—A. L. Glasmann interests). Mr. Heftel is Mr. Glasmann's son-in-law. Standard Examiner also owns KLO Ogden and 51% of KUTV (TV) Salt Lake City, both Utah; KGEM Boise and KLIX-AM-TV Twin Falls, both Idaho. Mr. Glasmann's other son-in-law, George C. Hatch, and wife own KALL Salt Lake City; KOPR Butte, Mont., and are buying KMON Great Falls, Mont., from Standard Examiner. KIMM is on 950 kc with 5 kw.

KVOD DENVER • Sold to Western Broadcasting Enterprises by Colorado Radio Corp. for $300,000. Rocky Mountain Empire Sports Inc. (Denver Bears baseball team) owns 85% of Western Broadcasting. KVOD is on 630 kc with 5 kw, and is affiliated with ABC.

WKTF WARRENTON, VA. • Interest of 50% sold by Rountree Productions Inc. (Martha Rountree Presbrey) and Ruth Montgomery to syndicated sports announcer Harry Wismer for $42,000 plus guarantee of $10,000 more. Miss Rountree retains other 50%. WKTF is on 1420 kc with 5 kw, day.

DATELINES

Newsworthy News Coverage by Radio and Tv

WESTOVER FIELD—A routine call for an interview led to what WOR New York called "a scoop" in broadcasting the news of an Air Force jet crash that killed 15 persons including several newsmen, at Westover Field, Mass., June 27. The station's all-night personality, Long John Nebel, put in a call to the airfield, hoping to reach Brig. Gen. Donald W. Saunders, commander of the flight, before he took off. He was advised that the plane had crashed a few seconds earlier and all aboard, including Gen. Saunders, had perished. (Dan Peterson, accredited MBS correspondent, was aboard an earlier plane that took off and landed safely.)

SAN DIEGO—A meeting by the city council to decide whether to permit May Co. (department store) to build a $35 million shopping center near here was covered live by KFMB-TV San Diego. A four-camera remote unit covered the session, that resulted in approval of the project, from 10:30 a.m. to 3:30 p.m. KFMB-TV reports that local newspapers went to press before the decision was reached so that the first printed report was the following morning.

VANCOUVER—Within three minutes of the collapse of the new Second Narrows bridge June 17 here, CKNW New Westminster reports broadcasting its first bulletin of the disaster. Eye-witness reports from the scene of the $16 million structure 10 minutes later described the recovery of some of the 18 victims of the crash. CKNW's three mobile units and five newsmen on the scene interviewed survivors and police while the station fed reports to six other stations and a network in New York.

DAYTONA BEACH—Officials at a hospital in this Florida resort asked stations not to air a report on the rescue of a boy from drowning until they had located the parents. Ray LaPrise, newsman with WNDB Daytona Beach, complied with the request but shortened the delay in announcing the news item by telephoning motels in the area until he found the boy's relatives.

two stations owned by Metropolitan Broadcasting Corp. (WNEW, 50 kw, and WHK, 5 kw); three Balaban stations (WIL, 5 kw; WRIT, 250 w, and KBOX, 5 kw), and 5 kw WSAV and WKLO. All are independent stations, except for WSAV which is affiliated with NBC and WKLO which is ABC.

KYW-AM-TV Campaign Sparks Clean-up Drive in Cleveland

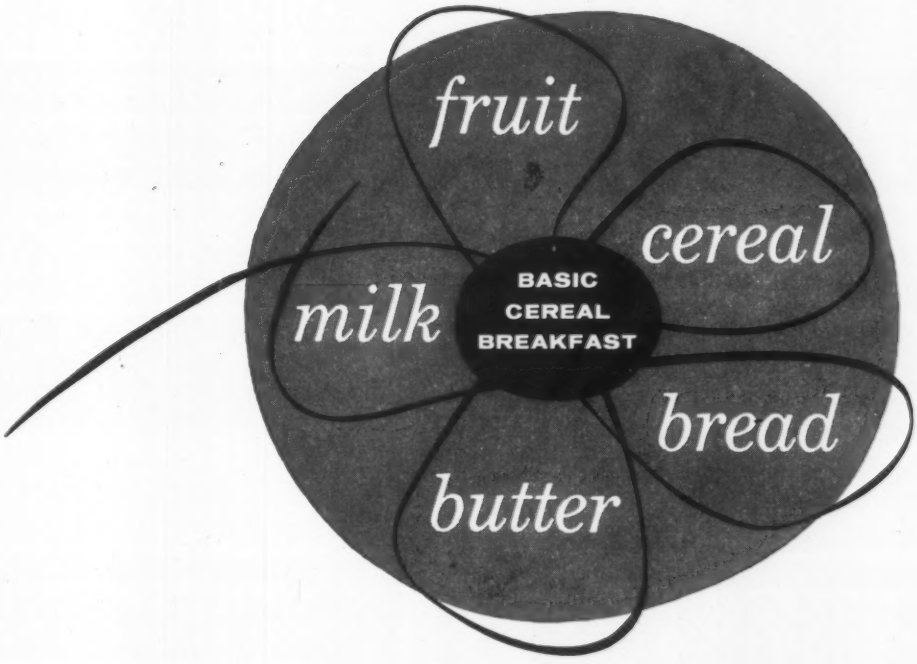
A six-week campaign by KYW-AM-TV Cleveland led July 2 to passage of a new anti-debris ordinance and a quick clean-up of the city's streets and sidewalks. The stations staged an intensive drive that aroused citywide interest in the litter problem.

KYW-TV's *Viewpoint* program was designed to show Cleveland's Clean-Up Week was ineffective and the difficulty of enforcing a $50 litter fine. Film clips prepared by the news staff showed unsavory scenes including rodent infestation. Station newsmen dug up feature stories and talent formed a flying clean-up squadron that patrolled the streets in white coats astride scooters, equipped with mops, pails and brooms.

Plaques were awarded stores that cleaned up their street fronts. Stores gave away litter bags. Citizens responded and the city council adopted a practical ordinance specifying $3 fines if paid within 48 hours, $5 within 72 hours. The stations plan to check up on enforcement of the new ordinance.

WRC Presents Tape to Library

Carleton D. Smith, vice president of NBC and general manager of WRC-AM-TV Washington, D. C., has presented to the Library of Congress a videotape recording of the first live color telecast from Washington of President Eisenhower. The recording, a 30-minute account of the dedication of the new WRC building, will be added to the audio-visual reference collection.



what is a well-balanced *low-fat* quick and lasting energy breakfast?

What is meant by "Quick and Lasting Energy"? It is a prompt "lift" due to a quick rise in blood sugar—a lasting "lift" due to the fact that the blood sugar remains up and falls only gradually during the late morning hours.

The Iowa Breakfast Studies demonstrated that a basic cereal and milk breakfast as shown below provided quick and lasting energy. This basic breakfast is *low in fat* and makes a well-balanced contribution of the essential nutrients.

basic cereal low-fat breakfast pattern

Orange juice, fresh, ½ cup,
Cereal, dry weight, 1 oz.,
with whole milk, ½ cup, and sugar, 1 tsp.,
Bread, white, 2 slices, with butter, 1 tsp.,
Milk, nonfat (skim), 1 cup,
black coffee

Nutritive value of basic cereal breakfast pattern

CALORIES	502	VITAMIN A	600 I.U.
PROTEIN	20.5 gm.	THIAMINE	0.46 mg.
FAT	11.6 gm.	RIBOFLAVIN	0.80 mg.
CARBOHYDRATE	80.7 gm.	NIACIN	3.0 mg.
CALCIUM	0.532 gm.	ASCORBIC ACID	65.5 mg.
IRON	2.7 mg.	CHOLESTEROL	32.9 mg.

Note: To further reduce fat and cholesterol use skim milk on cereal which reduces Fat Total to 7.0 gm. and Cholesterol Total to 16.8 mg. Preserves or honey as spread further reduces Fat and Cholesterol.

Bowes, A. deP., and Church, C. F.: Food Values of Portions Commonly Used. 8th ed. Philadelphia: A. deP. Bowes, 1956.
Cereal Institute, Inc.: The Nutritional Contribution of Breakfast Cereals. Chicago: Cereal Institute, Inc., 1956.
Hayes, O. B., and Rose, G. K.: Supplementary Food Composition Table. J. Am. Dietet. A. 33:26, 1957.
Cereal Institute, Inc.: A Summary of the Iowa Breakfast Studies. Chicago: Cereal Institute, Inc., 1957.

CEREAL INSTITUTE, INC. 135 South LaSalle Street, Chicago 3
A research and educational endeavor devoted to the betterment of national nutrition

NO HOUSING PROBLEM AT KFSD-TV

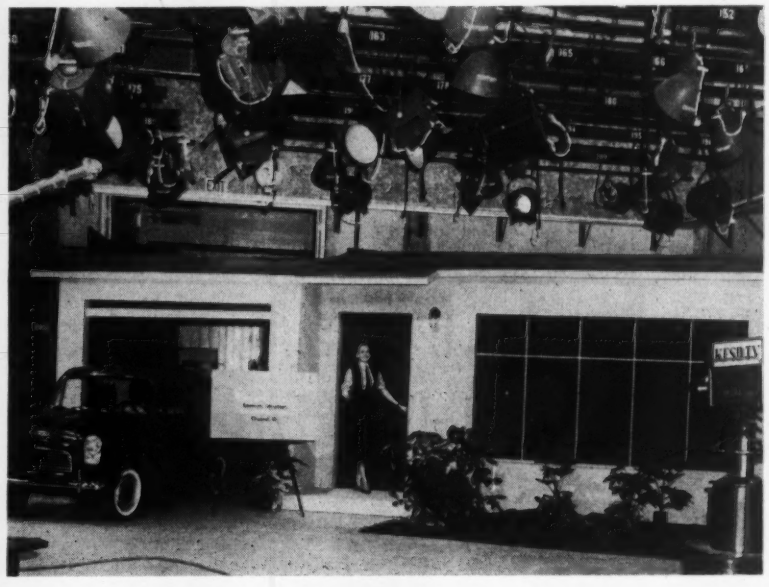
To the many ways of selling houses must now be added this one: building a house in a tv studio.

In San Diego, Calif., the idea was conceived by Earle Rast, local sales manager of KFSD-TV, and was promptly bought by Riverside Builders of Vista, Calif. The model home was built by the station's art department under the direction of Art Director Pete Launder. It's made of one-by-three lumber and canvas, with painted effects (spatter paint to look like plaster, etc.). The front door of the house and the garage door, though made of canvas on frames, actually operate without shaking when opened or closed. The roof, actually attached, was covered first with cardboard, then with shingles. The house was built in three sections, each on casters, and can be set up and torn down in 15 minutes. Live plants were set on grass mats for landscaping.

Commercials, running three to five minutes each, were delivered by Lynn Taylor, hostess of KSFD-TV's afternoon movie, and Vic Bonham, president of Riverside Builders. Miss Taylor, hostess of KFSD-TV's after house, gave her pitch and opened the garage door for the English Ford to be driven out. (The copy stressed that an English Ford would be given free to the purchaser of each home in the development.) The commercials were broadcast inside the afternoon movies (4 p.m., Monday-Friday), *The Honeymooners* (6:30 p.m., Friday) and the *Friday Movie Spectacular* (10 p.m.).

The campaign, placed direct, was scheduled to run for four weeks but, KFSD-TV reported, "the firm was forced to cancel after two weeks because it was so swamped with inquiries and orders that it lacked the facilities to handle them. A check 30 days later found Mr. Bonham and his staff still following up leads gained from the tv campaign. He said that final figures have not been totaled up but that sales directly resulting from the tv campaign have run into 'hundreds of thousands of dollars.' "

HOUSE FOR SALE—*but not this one, built in the KFSD-TV studio by the station's art department in such a way that it could be taken down and stored between uses to advertise the real houses offered for sale by Riverside Builders.*



WMCA Editorial in Hill Record

The *Congressional Record* of June 18 reprinted a recent radio editorial by Nathan Straus, president of WMCA New York, which recommended the lifting of passport restrictions and the freedom of travel. Sen. Estes Kefauver (D-Tenn.) who had the editorial inserted in the *Congressional Record*, said, "The problem discussed in this editorial broadcast is an important right which should be safeguarded." Three previous radio editorials by Mr. Straus have been reprinted in the *Record*.

New Studios Being Built by KGB

KGB San Diego, Calif., has announced construction is underway on a new station building expected to be finished by fall. Ground breaking ceremonies were held June 20 at Pacific Hwy. and Coute St., site of the new building. The $100,000 plant will occupy approximately 4,300 sq. ft. housing KGB studios, newsroom and offices.

New KOCO-TV Building Going Up

A $300,000 building is being constructed for KOCO-TV Oklahoma City, to house studios, workshop, storage room and film processing laboratory. The studios, measuring 40 x 80 ft. and 40 x 40 ft. are being built on a five-acre tract at N. W. 63rd and Portland. The building will have a terrace overlooking Lake Hefner for the presentation of outdoor shows. Target date for the first telecast from KOCO-TV's new studios is Oct. 1.

NO MENACE TO BILLINGS

Personalities whose willingness to engage in vehement controversy with any available opponent, including sponsors, may be king-size headaches for station management, but can also be good for business. This week's example: Oscar Levant. Last Tuesday (July 1) the tempermental wit and pianist started his new program of chatter, guests and music on KHJ-TV Los Angeles (Tues.-Thurs., 7:30-9 p.m.), following a stormy on-again-off-again season at KCOP (TV) in that city. Before his first program on KHJ-TV, the station's sales manager, Howard L. Wheeler, reported the Levant show was completely sold out, with 15 participating sponsors.

STATIONS SHORTS

WNHC-TV New Haven, Conn., has installed videotape recording equipment.

WWSW-FM Pittsburgh has started multiplexing on 24-hour basis. Station began year and half ago to broadcast separate Muzak programs on supersonic signal while also carrying its regular fm programming.

REPRESENTATIVE APPOINTMENTS

WABC New York names John Blair & Co. (station's national sales rep) for New York area, effective Aug. 1.

KAYO Seattle appoints Adam Young Inc.

KGIL San Fernando, Calif., appoints Branham Co. for all markets except L. A. and Orange County.

WHBS Huntsville, Ala., names Walker-Rawalt Co.

WNLC New London, Conn., names Richard O'Connell, N. Y.

TelePrompTer Gets C-C Rights To Championship Boxing Match

President Irving B. Kahn of TelePrompTer Corp., New York, announced Monday his firm was successful bidder for closed-circuit telecasting rights to the upcoming heavyweight boxing match Aug. 18 between champion Floyd Patterson and challenger Roy Harris. To be staged in Los Angeles' Wrigley Stadium, the bout is being promoted by William P. Rosensohn, who resigned recently as vice president in charge of the closed-circuit operations of TelePrompTer. There will be no home tv exposure. Radio rights are not set.

Mr. Kahn said the fight will be distributed to theatres and drive-ins throughout the U. S. with available seating to exceed the record half-million provided for the Robinson-Basilio fight last year. He is guaranteeing $210,000, plus percentages on seats sold above the minimum. The 365,000 seats sold for the previous bout grossed almost $1.5 million. Mr. Rosensohn said four firm offers were received for the closed-circuit tv rights, two from closed-circuit firms and two from interests he would not devulge.

Mr. Kahn announced he is appointing Robert Rosencrans, formerly assistant director of TelePrompTer closed-circuit operations, to the post of director succeeding Mr. Rosensohn.

Return of 8% Federal Tax Asked in Functional Music Suit

A suit for the return of $455 (plus interest) on the ground Internal Revenue Service has no right to collect the 8% wire and equipment tax on income from fm functional music broadcasts has been filed in the U. S. Court of Claims in Washington.

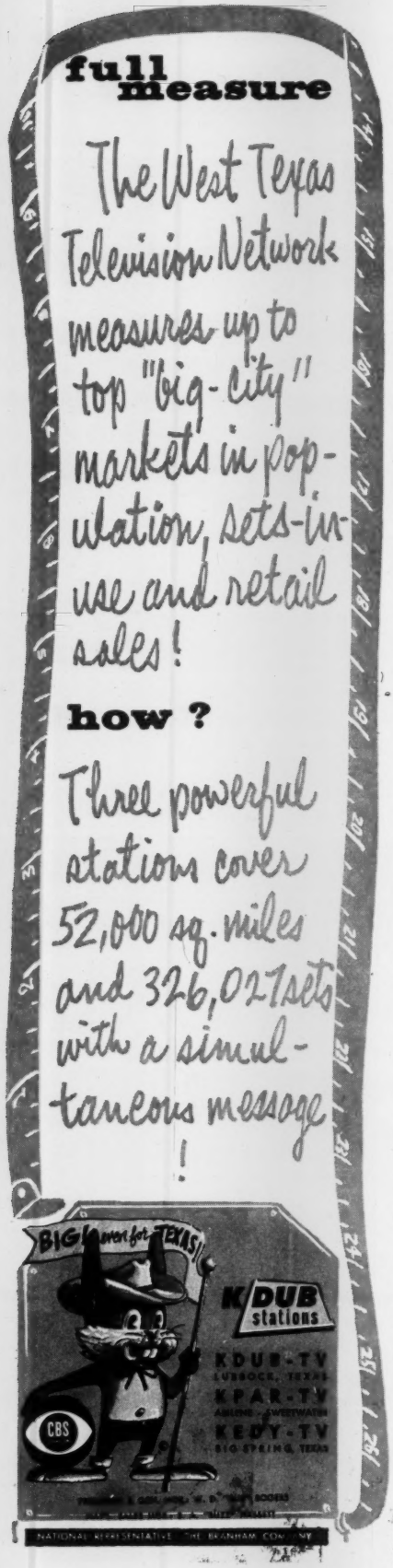
The claim was submitted by a subsidiary of WGH-FM Norfolk, Va. The petition stated the station furnishes a background music service to stores, offices and similar establishments using wire in some distribution but mostly over-the-air via its fm broadcasts. It said it paid the 8% tax on gross receipts from January 1957 to September 1957, but protested that portion of the tax attributable to the broadcast income. The Internal Revenue Service disallowed the protest.

Potter, Juke Box Operators Work Out National Promotion

A tie-in that could ultimately put the *Juke Box Jury* hit-of-the-week record into more than 500,000 juke boxes throughout the country has been worked out by Peter Potter, conductor of the tv program now telecast each Friday at 10-11 p.m. on KRCA (TV) Los Angeles, and George Miller, president of Music Operators of America.

The first phase, already in effect, is an arrangement with California Music Merchants Assn., affiliated with MOA, to put the *Jury* hit discs in 10,000 local coin-operated record machines. The second step, to be put into effect when the program is sold as a national network or regionally

* UP! UP! UP!
14 OUT OF 15 ROCHESTER FAVORITES
322 FIRSTS OUT OF 455 COMPETITIVE QUARTER HOURS
10
* Rochester Metropolitan Area TELEPULSE March 1958
141 FIRSTS OUT OF 168 NIGHTTIME QUARTER HOURS
181 FIRSTS OUT OF 287 DAYTIME QUARTER HOURS
NATIONAL REPRESENTATIVES
The Bolling Co. WVET-TV
Everett McKinney WHEC-TV
In Rochester, N. Y.
IT ALL ADDS UP TO
10
CBS BASIC



PERSONNEL RELATIONS CONTINUED

syndicated show, will extend the plan to three states, individually or collectively, depending on the program's distribution.

The sponsor's product will be displayed on a color *Juke Box Jury* hit-of-the-week decal, along with a pointer program package, Mr. Potter said. The song indicator card will also be the same color as the decal and can be stepped down in position on the box as each succeeding week's hit is put into the machine. This is the first time juke box operators have permitted a form of commercial display on the boxes, he said.

The plan calls for all records to be submitted each week to a "recording committee" which will narrow them to 20, which Mr. Potter will further cut down to five for use on the air.

Warner Bros. Records Expands

Expansion of personnel was announced last week by Warner Bros. Records Inc., Burbank, Calif., subsidiary of Warner Bros. Pictures. Named product manager of WBR was Norman Goodwin, for the past six years Los Angeles branch manager of Columbia Records Div., CBS Inc. Other appointments: Monroe Glasberg, general manager of Kapp Records, to assistant eastern operations manager of WBR; David Rose, with Cunningham & Walsh's Los Angeles art department, to WBR art director, and Karl Engemann, a midwest bandleader, to the artists & repertoire staff in Hollywood.

Boland Forms Creative Services

Charles Boland, former director of radio and television for Parkson Adv. Inc., New York, has opened a service for users of commercial tv. The new firm, Creative Television Services, offers copy, storyboards, jingles and in-studio production-direction.

Previously Mr. Boland has been associated with McCann-Erickson, Biow Co. and Benton & Bowles. He has produced and directed more than 400 of his own radio-tv scripts. Creative Television Services Inc. is at 480 Lexington Ave., New York. Telephone: Oxford 7-5485.

HIGH ON THE WIRE

TWX—that indispensible adjunct of business communications widely used by networks, advertising agencies, advertisers and station groups—is going to cost more.

Both AT&T and Western Union submitted proposed changes in charges for teleprinter circuits in the current FCC hearing on private line service charges.

The proposals—submitted as a form of memorandum, but not officially filed with the FCC as yet—estimate an increase of about 35% overall by AT&T and 41% by Western Union. However, larger users with extensive circuits (in mileage) and intermediate stations may find a reduction in monthly charges.

Basic changes are a revision of the charges on hours of service, mileage and terminal equipment.

Panel to Study Copyrights

Impact of technological progress and new media on literary property rights will be explored soon by a panel of legal specialists in the fields of broadcasting, recording and motion pictures. "When Is a Copyright?" will be the keynote of a two-day program July 16-17 at New York's Hotel Statler sponsored by the Copyright Society of the U. S. A. and the Practicing Law Institute. Panelists will include Joseph A. McDonald, NBC; Robert J. Burton, Broadcast Music Inc.; Harry R. Olsson Jr., NBC; Samuel Tannenbaum, former president, Copyright Society; George Schiffer, Warner Bros.; Johanan Vigoda, Music Publishers Holding Corp.; Isabelle Marks, Decca Records; Charles B. Seton; Leon Kellman, William Morris Agency; Edward A. Sargoy; John Schulman, vice president, Copyright Society; Walter J. Derenberg, president, Copyright Society; Barbara Ringer, U. S. Copyright Office.

PROFESSIONAL SERVICES

New Placement Service Formed

An employment agency, to be known as Professional Placement, Atlanta, Ga., has been formed by Sam Eckstein to service radio, tv and advertising agencies in Georgia, Tennessee, Florida, Alabama and the Carolinas. The service is available to copywriters, announcers, technicians, tv production personnel, salesmen and artists. Professional Placement is at 200 Peachtree Arcade, Atlanta.

Arkus Announces New PR Firm

Formation of a new institutional and industrial public relations firm, National Communication Assoc., was announced last week in New York by M. Frederick Arkus, for the past 12 years a senior associate at Win Nathanson & Assoc., New York public relations firm. Mr. Arkus wil take with him the American Heart Assn. account, a consistent user of public-service tv spot time. Senior associates include Hal Marc Arden, former executive producer, Ted Mack Enterprises; Herb Cornell, former public relations manager, Westinghouse Electric Co. Lamp Div.; Irwin Lewis, former ABC-TV supervisor of station advertising-promotion, and Don Sheldon, former writer-producer, Petarn (Peter Arnell) Productions.

PROFESSIONAL SERVICES SHORTS

Michael Ames Assoc., N. Y., public relations firm, has moved to larger offices at 550 Fifth Ave. Telephone: Lackawana 4-6827.

Ursula Halloran & Assoc., N. Y., public relations counsel for MacManus, John & Adams, Bloomfield Hills, Mich., appointed public relations counsel, White Rock Corp., N. Y., MJ&A client.

A harried mother writes: "My twin babies have different formulas. So when it comes to feeding, I put a BAND-AID Plastic Strip on the boy's bottle so that I can tell the formulas apart."

There may be many ways to use adhesive bandages...but there's only one way to use the BAND-AID trademark correctly ...please say

BAND-AID Adhesive Bandages

TRADEMARK

Remember—all adhesive bandages are *not* BAND-AID Adhesive Bandages! "BAND-AID" is actually a trademark... one of the most widely known in the world... recognized in more than 50 countries.

It means Johnson & Johnson, not the name of a product...and it refers to a *whole family of products made only by Johnson & Johnson.*

The "BAND-AID" trademark is always followed by the product name, i.e. BAND-AID Plastic Strips, BAND-AID Plastic Tape, BAND-AID Butterfly Closures, BAND-AID Patch, Spot, Strip.

We appreciate your mentioning our products and we hope you will continue to do so. But when you do, won't you please use the *full name* correctly.

Johnson & Johnson

The most trusted name in surgical dressings

DuMont Consumer Div. Sold to Emerson Radio

DuMont Labs has been living grimly with deficits for some years now . . . [MANUFACTURING, June 9].

Emerson Radio & Phonograph Corp., Jersey City, N. J., is buying the Consumer Products Div. of Allen B. DuMont Labs, Clifton, N. J.

The announcement was issued jointly late Wednesday night (July 2) by Benjamin Abrams, Emerson president, and Dr. Allen B. DuMont, founder and board chairman of the laboratories bearing his name.

Under the agreement, Emerson will purchase the division that makes tv receivers, phonographs, high fidelity and stereo instruments. With these home entertainment products will go the trademark "DuMont." A new corporation will be set up as DuMont Television & Radio Corp., headed by Mr. Abrams.

Emerson acquires all tools, dies, molds and manufacturing equipment associated with the consumer product. Also provided for is a royalty-free license under DuMont patents for these products. These acquisitions will be effected after current production by DuMont of its 1959 line of tv receivers and hi-fi instruments. The DuMont line will be separated from Emerson and will retain many of the DuMont personnel, according to Mr. Abrams.

Dr. DuMont said the Emerson transaction will provide his company with the cash needed for concentration on its remaining divisons—chiefly, industrial and military product lines.

Paramount Pictures (which owns 26% of DuMont) President Barney Balaban gave a clue to the Emerson buy about a month ago when he cited as one possibility for DuMont to pull out of its continued loss operation of recent years (to Paramount stockholders at a meeting in New York): "A constructive merger or consolidation."

Allen B. DuMont Labs once was the owner of a tv network. It also has decreased (September 1955) its station ownership by spinning off its broadcast interests. Last year, DuMont lost $535,000; the deficit in 1956 was over $3.8 million; this year's first quarter saw a loss of $943,000.

EXTENSION of RCA and NBC's leases to occupy their 13 acres of office space in Rockefeller Center, New York, until 1982 [AT DEADLINE, June 30] was signed last Monday (June 30) by (seated, l to r) John L. Burns, president, RCA; G. S. Eyssell, president, Rockefeller Center Inc., and Robert W. Sarnoff, president, NBC. Looking on are (standing, l) Brig. Gen. David Sarnoff, RCA chairman of board, and Nelson A. Rockefeller, Rockefeller Center board chairman.

RCA and its subsidiary NBC are the companies for which the center, the world's largest commercial office building, was designed. The contract, valued in excess of $70 million, becomes effective in 1962.

ORRadio Sales Up 49% Over '57

J. Herbert Orr, president, ORRadio Industries Inc., Opelika, Ala., told stockholders at their annual meeting that sales for the company for the 1957-58 fiscal year totaled $2,284,400, a 49% increase over the preceeding year's $1,528,931.

Net earnings after taxes were reported as $113,836, a 10% gain on the previous fiscal year's $103,118. The profits represent earnings of 24.62 cents per share of stock as compared with 24.36 cents per share for the previous year. The number of shares outstanding this past year, the company's president reported, was 462,301, an increase of some 60,000 shares over the shares outstanding last year.

"Construction of the new plant and additions to technical and production equipment during the 1957-58 fiscal year have increased our net investment on fixed properties from $220,948 to $724,153," Mr. Orr said.

New RCA Tv Camera Tube Works in Near-Darkness

RCA scientists have developed an extremely sensitive new electronic "eye", an advanced camera tube based on tv principles (image orthicon) and known as an intensifier orthicon.

Dr. Irving Wolff, research vice president of RCA Labs, Princeton, N. J., gave a general description of the new tube and its prospective uses. The IO is said to be 100 times more sensitive than the fastest film for the same exposure time at very low levels of light. RCA considers the new tube as a device for seeing previously unseen details in the universe—for example, planets and distant nebulae. The tube also would permit visual reconnaissance in almost complete darkness while providing a "powerful new tool for scientific research."

Two scientists at the David Sarnoff Research Center at Princeton are credited with the tube's development in a research program sponsored by the Aeronautical Research Lab at the Wright Air Development Center. They are Drs. George A. Morton and John E. Ruedy. When the new tube is used in a camera similar to that employed in tv, it permits the viewing on a tv-type picture tube of scenes at light levels from 100 to 1,000 times below those needed for pickup by a standard image orthicon that is comparable to the human eye in sensitivity.

Set-Makers See Gains Following First-Half Dip

Three Chicago set-makers—Admiral, Motorola and Zenith—which account for a substantial share of the multi-billion dollar electronics business, are optimistic over sales prospects for the last half of 1958.

While business dipped generally, radio sales (particularly those of portables) were up slightly among the big three and high fidelity with stereophonic sound registered the biggest gains.

Tv sales were off but, as Paul V. Galvin, Motorola board chairman, expressed it, "The rate . . . in the past few months has no more significance in the long-term scheme of things than a racing car pulling into the pit for a change of tires." Following are the track record and predictions of each manufacturer:

Admiral Corp.—Orders from dealers and distributors at its annual sales convention June 2-4 "are well ahead of any like period in recent years." The company showed a 40% jump in portable radio sales, while overall radio units are "up slightly" (as against a claimed 20% industry decrease). There was a 25% increase in unit volume of high-fidelity receivers. Business prospects for the second half of 1958 are called "excellent."

Motorola Inc.—Tv sales the first six months were competing "against relatively high sales in the same period of 1957" but in contrast, "sales for the balance of 1958 will compare with receding sales in the second six months of 1957." Tv sales were down 10-15%. Mr. Galvin predicts total retail sales of six million units this year and of eight million annually within five years. Motorola's share of all tv business, however, is running about 15% ahead of its position last year. Reports slight drop in all radio sales but, according to Mr. Galvin, "We're beginning now to get acquainted with new radio usage as a pocket companion, and for weather information as well as news and entertainment." Sales of hi-fi phonographs are up 20% thus far over 1957. Overall business the second half "will improve," according to Robert W. Galvin, Motorola president.

Zenith Radio Corp.—Sales of radio, tv and hi-fi instruments are "substantially ahead" in deliveries through August of the same period last year; dollar volume is up 10% based on figures for Zenith's 1957 and 1958 conventions, according to Hugh Robertson, Zenith president. Both tv and radio-phono-hi-fi shared in the increase. Tv sales alone, through June, "will be ahead of last year." The firm reports "tremendous expansion" in high fidelity. J. W. Wright, executive vice president, finds the second-half outlook "good."

For the electronics business generally,

Paul Galvin forecast it is "rounding the recession corner and is swinging wide on the curve to develop a momentum which will lead the nation's industries in the 1960's."

Retail Sales of Radio Sets In May Exceed April Level

Retail sales of radio sets increased from April to May but sales of tv sets continued downward, according to Electronic Industries Assn. Both radio and tv factory production dipped during the mid-spring weeks.

Radio sales (not including auto sets) totaled 411,659 sets in May compared to 402,283 in April. Five-month radio sales totaled 2,307,610 sets compared to 2,909,548 in the same 1957 period.

Tv sales totaled 237,189 sets in May compared to 243,132 in April. Five-month tv sales totaled 1,927,290 sets compared to 2,420,633 in the same 1957 months.

Factory production of radios totaled 654,803 sets in May, 697,307 in April and 4,186,869 for the first five months of 1958. Of the five-month total, 1,229,086 sets were for automobiles. Five-month radio production in 1957 totaled 6,098,951 sets.

Factory production of tv sets totaled 266,982 units in May, 302,559 in April and 1,790,840 for the first five months of 1958. The five-month tv production figure in 1957 was 2,178,361 sets.

The number of tv sets manufactured with uhf tuners totaled 29,406 in May compared to 41,596 for the same month in 1957. Five-month uhf production totaled 172,915 through May compared to 282,083 in the same five months of 1957.

Monthly radio and tv set production figures for 1958 follow:

	Tv	Auto. Radio	Total Radio
Jan.	433,983	349,679	1,026,527
Feb.	370,413	268,445	876,891
March	416,903	234,911	931,341
April	302,559	190,435	697,307
May	266,982	185,616	654,803
TOTAL	1,790,840	1,229,086	4,186,689

RCA Sued by N. J. Distributor

AAA Appliance and Washing Machine Service, Ridgefield, N. J., has filed a $750,000 treble-damage antitrust suit in federal court against RCA and five distributors, including Bruno-New York Inc. and Krich-New Jersey Inc. The Ridgefield appliance firm charged restraint of trade and alleged it will lose $250,000 in future business. The firm charged Krich-New Jersey enfranchised it in 1954 to sell RCA products in New Jersey but barred it from selling RCA products in Bruno-New York territory. RCA and other defendants had no comments on the suit.

MANUFACTURING SHORTS

Turner Co., Cedar Rapids, Iowa, announces new professional high fidelity microphone (Model 210A) for television, motion picture, am-fm and high fidelity users. Microphone measures 9½ inches and can be mounted on desk, floor, stand or boom. Omnidirectional microphone comes with 20-ft plastic-jacketed, three-conductor shielded cable set.

International Telephone & Telegraph Corp. has announced building of new plant to manufacture carrier and micro-wave equipment in Raleigh, N. C. Occupant this October will be IT&T subsidiary, Kellogg Switchboard & Supply Co., Chicago.

Kingdom Products Ltd., N. Y., has introduced Fi-Cord high fidelity tape recorder that reportedly is completely transistorized and weighs four lbs.

It has two speeds—1⅞ ips and 7½ ips—and frequency range goes from 50 to 12,000 cycles per-second ± 3 db, Kingdom reports. It is constructed so that its four miniature batteries can be recharged simultaneously. Fi-Cord recorder can be monitored by means of small earpiece or "stethophone" and has built-in loudspeaker. Studio microphone can be used when "critical performance is required." Unit measures 9⅝ x 5 x 2⅝ and is enclosed in padded leatherette case.

Sylvania Electric Products Inc., N. Y., announced their new booklet, "Performance Tested Transistor Circuits," designed pri-

"LIVE" FROM COLUMBUS

Fern Sharp

Since 1937, Fern Sharp has been a favorite commentator with Central Ohio women. Her "Round Robin Review" in the top 10, is rated 10.1 by Pulse. Participating sponsors find Fern's endorsement of a product brings response from her loyal audience.

AM • FM • CBS

wbns radio

COLUMBUS, OHIO • Ask JOHN BLAIR

marily for hobbyists and students of electronics. It contains information on how to build transistorized high-fidelity components, test equipment, photography light meters, and special equipment such as burglar alarms and organ metronomes. In addition to a section on elementary transistor theory, there are 36 circuit descriptions, complete with schematic diagrams and parts lists.

Ampex Audio Inc. (Ampex Corp. subsidiary), Sunnyvale, Calif., announces Ampex Universal "A" stereophonic tape recorder (900 series) is being shipped to dealers. Recorder features choice of either four-track or two-track stereo, automatic reel-end shut off and four-fold increase in tape economy. Present "A" series Ampex owners can convert their machines to four-track stereo.

General Electric Co., Semiconductor Products Dept., Clyde, N. Y., announces mass-production of two new families of "economy-priced," low-current silicon rectifiers designed to convert alternating current to direct current. Prices range from 45 cents to $3.75 each in quantity lots to equipment manufacturers.

Shopper Stopper Co. (manufactures Mini-Studio portable remote studio), which curtailed operations when its manager, **E. C. Stangland** moved to Brookings, S. D., in 1956 to operate KBRK, announces it has resumed operations. Company plans to introduce collapsible unit, cabinet of which reportedly can be carried in car trunk, this month. Company is located in Brookings at Northwest Bank Bldg., and Mr. Stangland is acting as manager in addition to his capacity with KBRK.

Sylvania Electric Products Inc., Buffalo, N. Y., is distributing booklet describing electrical characteristics and listing interchangeability features of wide variety of transistor by type number and manufacturer. Guide is designed to aid engineers and servicemen in selecting replacement for more than 600 types of transistors now on market.

Motorola Inc., Chicago, announces new consumer acceptance group department in consumer products division with **William Hinton,** assistant engineering director, as chief.

Telectro Industries Corp., Long Island City, N. Y., has announced development of new time delay record-reproduce system for use in recording live programs being broadcast. Telectro reports that upon receiving proper cue, signal device replays program one, two or three hours later. Equipment (Model 1238) "automatically records, erases and even monitors itself during entire cycle."

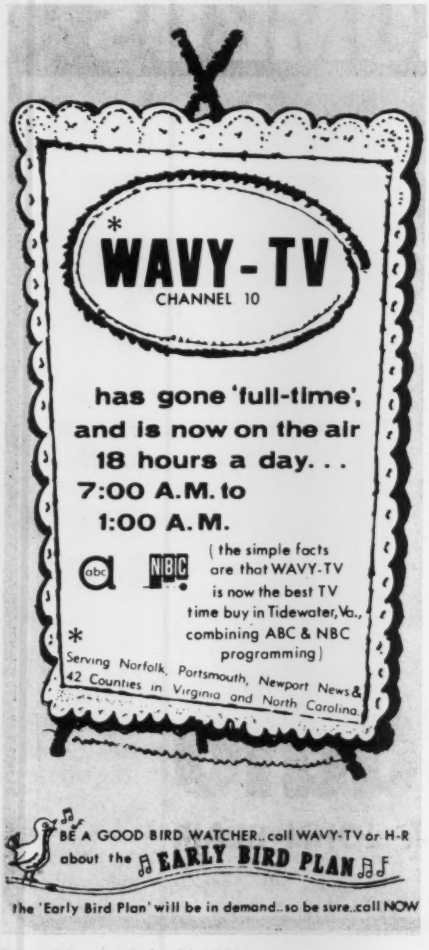
Walco Products, East Orange, N. J., announces new stereophonic conversion kit for mass-market phonographs. Unit permits conversion of set for playing new stereo records now being produced and is complete with remote speaker in cabinet and stereo cartridge, with suggested list price of $59.95. It consists of three elements: 4 w push-pull auxiliary amplifier for stereo channel, two tone controls and separate auxiliary loudspeaker with four-wire ceramic stereo pickup cartridge.

SOS Cinema Supply Corp., N. Y., announces publication of its 11th edition of "Motion Picture & Tv Production Equipment." Handbook lists more than 8,000 items with more than 500 illustrations. It is designed to familiarize producers, tv stations, film laboratories, educational institutions, industrial projects, advertising agencies and animation studios, etc., with "the most modern advances in the field."

Packard-Bell Electronics Corp. announces it has declared regular quarterly dividend of 12½ cents per share on 688,000 shares of common stock outstanding. Dividend is payable July 25 to stockholders of record July 10.

IT&T Components Div., announces it has begun construction of ultra-modern one-story plant for manufacture of special-purpose vacuum tubes in Roanoke, Va. Building, 58,000 sq. ft., is on 18 acre site and will employ 350.

Dr. Percy L. Spencer, senior v.p. of Raytheon Mfg. Co., will have company's new Burlington, Vt., laboratory named after him. Laboratory, 150,000 sq. ft. building, will be built on Route 128 for company's microwave and power tube division which Dr. Spencer has managed for 16 years. The facility will house 1,000 engineers and supporting personnel.


WAVY-TV
CHANNEL 10
has gone 'full-time', and is now on the air 18 hours a day. . . 7:00 A.M. to 1:00 A.M.
abc NBC
(the simple facts are that WAVY-TV is now the best TV time buy in Tidewater, Va., combining ABC & NBC programming)
Serving Norfolk, Portsmouth, Newport News & 42 Counties in Virginia and North Carolina
BE A GOOD BIRD WATCHER..call WAVY-TV or H-R about the EARLY BIRD PLAN
the 'Early Bird Plan' will be in demand..so be sure..call NOW

Trans-Lux Enters Tv Field With 'Felix the Cat' Series

In its first tv film production venture, Trans-Lux Television Corp., New York, last week announced it is financing and participating in production of a series of 260 *Felix the Cat* color cartoons. The investment by Trans-Lux Tv will amount to $1.75 million, Richard Brandt, president, said.

FELIX THE CAT

Production has begun on the first 52 episodes of the four-minute cartoons by Felix the Cat Productions Inc., New York, headed by Pat Sullivan, nephew of the creator of the original series. Trans-Lux Tv hopes to have the series on the air by late 1958 and is aiming for a network or national spot sale, Mr. Brandt reported.

The new series is to be supported by a consumer and trade publication advertising program, designed to call attention to Felix the Cat as a cartoon character. A merchandising program is planned.

Trans-Lux Tv has been a tv film distributor exclusively but Mr. Brandt indicated the company is considering a gradual move into the tv film production field and is exploring videotape. It has distributed the Encyclopaedia Britannica library for two years and is releasing seven post-'48 feature films. These are: "Hill 24 Doesn't Answer," "Dance Little Lady," "Lovers and Lollipops," "Melbourne Rendezvous," "The Roosevelt Story," "Danger Flight 931," and "La Strada." The last-named, Mr. Brandt said, will be available to tv after September 1959 following completion of its theatrical run.

Entire Warner Bros. Staff In New York Is Discharged

Reports that Warner Bros. Pictures Corp. would pull out of New York this fall were confirmed Tuesday as the entire New York home office staff (except top-echelon executives) was fired on three-month notice. Some 300 employes will be off the WB payroll as of Oct. 1.

The film company is making a liberal settlement with its staff, adding to the three-months period "double severance, that is, two-weeks pay for each year worked at WB. The move, though long expected, caught most WB employes by surprise inasmuch as it had been understood WB would retain a skeleton New York staff. Speculation at midweek centered on whether WB will give some staffers an 11th hour reprieve or seek a skeleton staff from outside present WB ranks.

Telestudios Prices Videotaping

The price tag on videotape recording services was announced last week by Telestudios Inc., New York, which will charge agencies $3,500 net for a "video package day" of production. According to sales vice

"Ad Age gets close reading on my part..."

says **JOE H. BAGLEY**
Vice-President/Marketing
Gerber Products Company

"Of the several business publications reaching my desk each week, Advertising Age is one in particular that gets close reading on my part. I find it interesting and well edited, and it keeps me up to date generally on what is going on in the advertising world."

"Close reading"—the difference between casual page turning and careful attention to editorial detail, yes, and sales messages too—characterizes the readership Advertising Age gets from those who *influence* as well as those who *activate* today's markets and media. Since broadcasting decision-makers need both up-to-the-minute news and sharp analyses of advertising and marketing trends, you'll find that most of the executives of importance to you *take time or make time* to read Ad Age regularly and thoroughly.

The Gerber Products Company, a television advertiser since 1951, is just one example from AA's nationwide audience. A leading producer of baby foods, the Gerber concern spent some 40 per cent (about $1,500,000) of its ad budget for network television in 1957, and established a similar appropriation in its 1958 budget. Reserves also are set up for local campaigns from which allocations for spot broadcasting may be drawn.

Every Monday, *4 paid-subscription copies of Ad Age* help focus the preceding week's developments for Gerber executives with marketing responsibilities. Further, *125 paid-subscription copies* get read—and used—at D'Arcy Advertising Co., the agency handling the Gerber account.

Add to this AA's more than 40,000 paid circulation, its tremendous penetration of advertising with a weekly paid circulation currently reaching over 12,000 agency people alone, its intense readership by top executives in national advertising companies—and you'll recognize in Advertising Age a most influential medium for swinging broadcast decisions your way.

JOE H. BAGLEY

Following service in World War I and a brief period of selling in the tire business, Mr. Bagley turned to the food field. He joined the Gerber Products Co. as a salesman in southern California in 1931, and eight years later opened the firm's first western office in Los Angeles. In 1947, he moved to Fremont, Michigan, the baby-food concern's headquarters, as general sales manager, and the following year was elected a member of the board of directors. Before being elevated to his present position in 1956, Mr. Bagley had been vice-president for sales for two years. As vice-president for marketing—the top sales job at Gerber—he assumed increased advertising responsibilities.

Mr. Bagley now also serves as president and a director of Gerber Products Inter-American Company, as well as executive vice-president and a director of Gerber Products of Canada, Ltd. His interest in the food industry goes beyond the working day and includes active participation in the Grocery Manufacturers of America, and membership in the Asparagus Club, an honorary organization in the grocery business.

important to important people

200 EAST ILLINOIS STREET • CHICAGO 11, ILLINOIS
480 LEXINGTON AVENUE • NEW YORK 17, NEW YORK

1 Year (52 issues) $3

president, King Horton, this is what agencies will get for the money; 6½ hours of complete three-camera facilities, set-up, lighting and strike time, graphic arts (within normal bounds), salaries to union personnel, make-up and TelePrompTer facilities, continuous taping and feedback as well as a 16 mm. direct positive print of each recorded commercial. Basis for Telestudios' offer, according to Mr. Horton, is that "we know from recent experience that up to six commercials can be completed in one day."

Pillsbury Mills Heads List Acquiring Ziv's 'Dial 999'

Paced by a regional purchase by Pillsbury Mills, Minneapolis, in 30 southern markets, Ziv Television Programs' latest half-hour tv film series, *Dial 999*, has been sold in a total of 54 markets in the two weeks the program has been available for sale. The series is scheduled to go on the air late this summer.

M. J. Rifkin, Ziv Tv sales vice president, said time periods for Pillsbury have been cleared in New Orleans, Atlanta, Birmingham, Albany (Ga.), Pensacola, Columbus (Ga.) and Panama City (Fla.). Time slots are being sought, he said, in 23 other southern markets. Agency for Pillsbury is Campbell-Mithun, Minneapolis.

Other advertisers signing contracts for *Dial 999* are Sealy mattress, KRON-TV San Francisco and KIRO-TV Seattle; Pepsi-Cola for Portland (Me.); Union Savings & Loan Assn. for Cleveland; Niels department store for Tallahassee, and Hauser Tile & Floor Co. for Billings, Mont. The series was produced on location in England by Ziv Tv in association with Harry Alan Towers. It is based on stories of the London metropolitan police.

Series About Mounties Underway

A series of half-hour films based on adventures of the Royal Canadian Mounted Police will be filmed at Ottawa by Crawley Films Ltd., for the Canadian Broadcasting Corp. and the British Broadcasting Corp. Filming is to start in mid-October, and will be done largely in the Gatineau Hills outside Ottawa. The series will go on the air in Great Britain and Canada in the autumn of 1959 and is being jointly produced by CBC, BBC and Crawley-McConnell Ltd. for worldwide sale.

'Cannonball' Sold Abroad

Television Programs of America's newest tv film series, *Cannonball*, has been bought for Canadian telecasting by Canadian Broadcasting Corp. and in the United Kingdom by Incorporated Television Programme Co., Ltd., it was announced by Milton A. Gordon, president of TPA. The half-hour show goes into production in Toronto, Canada, July 14 and features Paul Birch and William Campbell as two truckers "Cannonballing" on the international run between Canada and the United States. Robert Maxwell will be executive producer.

Screen Gems Appoints Hyams Vice President for Syndication

The election of Jerome Hyams as vice president in charge of syndication for Screen Gems Inc., New York, was announced last week by Ralph Cohn, SG president. Mr. Hyams has been director of syndication for Screen Gems since December 1956.

MR. HYAMS

Mr. Hyams entered the film business in 1934 with Guaranteed Pictures, which became Commonwealth Pictures in 1938. He served there as sales manager and later as vice president in charge of sales until 1950 when he formed his own company, Hygo Television Films, New York. In 1954, Mr. Hyams purchased United Television Co., New York. Screen Gems absorbed both Hygo and United in 1956 when Mr. Hyams joined SG.

'Colonel Flack' Syndicated

Syndication of a former DuMont network series, *Colonel Flack*, was announced last week by John F. Howell, general sales manager, CBS Television Film Sales, with regional purchase already made by the Kroger Co., Cincinnati. He said the comedy series starring Allan Mobray and Frank Jenks represents a production and promotion investment of $1.5 million by CBS-TV film sales and the series of 39 initial episodes will be produced by Wilbur Stark and Jerry Layton, Hollywood.

To be ready for an October start with Messrs. Mobray and Jenks available for commercials, the program will be sponsored by Kroger, in Cleveland, Youngstown, Pittsburgh, Steubenville, Ohio, and Peoria, Ill. Mr. Howell announced station sales have been made to WPIX (TV) New York, KTTV (TV) Los Angeles, WFAA-TV Dallas, WTVN (TV) Columbus, Ohio, and WOI-TV Ames, Iowa.

TPA Sales Climb With 'Lassie'

With the sale of *Lassie* to Oy. Yleisradio Ab. (Finnish Broadcasting Ltd.), Television Programs of America passed the million dollar mark in sales for the last four months. The actual sales figure: $1,007,600. Finland is the 33rd country in which programs produced and distributed by TPA are being telecast.

Guild Planning Pilot Films

Plans to produce pilot films of two new series for network sale in early 1959 were announced last week by John J. Cole, president of Guild Films, New York. In association with Barnett Glassman, president of Jack London Productions, Guild will film *Smoke Bellew*, based on the Jack London character. Guild describes the projected series as an Alaskan *Gunsmoke* to be filmed in the Yukon. The second series is *The Newlyweds*. Mr. Cole said he is negotiating for production with George Bilson, who created the series in association with Arnie Rosen and Coleman Jacoby. Mr. Jacoby will produce with Duke Goldstone as executive producer.

FILM SALES

Telenews, Hearst Metrotone News Inc. Tv Newsreel, which was not involved in recent INS-UP merger last week reported three new sales of its tv newsfilm service. Purchasers include KTBS-TV Shreveport, La.; Marion County (Ind.) Republican Central Committee (through S. B. Smith Assoc.) on WLWI-TV Indianapolis, and Television de Nicaragua, Managua, D. N.

California National Productions is announcing today (July 7) new sales of its *Union Pacific* tv film series, bringing series' total markets to 133. Luter Meat Packing Co., via Cargill & Wilson, Richmond, will sponsor series in Raleigh-Durham, N. C., Richmond and Norfolk (stations have not yet been designated). Other new sales: WABC-TV New York; WMAR-TV Baltimore; WTCN-TV Minneapolis-St. Paul; WDAF-TV Kansas City; WSAZ-TV Huntington, W. Va.; WISC-TV Madison, Wis.; WJAC-TV Johnstown, Pa.; KHQA (TV) Quincy, Ill.; WSPA-TV Spartanburg, S. C., and WIMA-TV Lima, Ohio (under co-sponsorship of Eckert's meats and Schiff shoe stores).

ABC Film Syndication reports that *Adventures of Jim Bowie*, re-run series carried on ABC-TV for past two years, has been placed in syndication and sold to WABD (TV) New York; WTTG-TV Washington; WAFB-TV Baton Rouge, La.; KPHO-TV Phoenix, Ariz., and KHQA-TV Hannibal, Mo.

ON CAMERA

National Telefilm Assoc., N. Y., announces that new half-hour tv film series, *The Adventures of William Tell*, is being produced by NTA in association with Incorporated Television Programme Co., London. Series is being filmed in Europe against background of Swiss Alps. It will be offered for national and regional sponsorship this fall.

RANDOM SHOTS

Sol Lesser Productions, producer of "Tarzan" films for theatres and with proposed Tarzan tv series, has moved to Paramount Sunset Studio, Hollywood, from Desilu Studio in Culver City, Calif.

Universal Pictures Corp. has reported further loss of $92,349 for second 13-week period of 1958, reduction from first 13-week loss of $426,900. Total 26-week loss (up to May 4) is $519,249 (after federal income tax credit of $720,000). Loss is equivalent to 67 cents per share on 927,254 shares of common outstanding. Last year's first 26-week report showed net profit of $1.7 million, equivalent to $1.74 share on same amount of stock.

Animation Inc., Hollywood, reports its Chicago office has moved to new quarters at 221 N. LaSalle St.

EDUCATION

Michigan State U. Consolidates Campus Radio, Tv Departments

Consolidation of educational WKAR radio and WKAR-TV East Lansing, Mich., operations into a single radio-tv department effective July 1, with Armand L. Hunter as director of broadcasting, has been announced by Michigan State U.

DR. HUNTER

In other changes Lawrence T. Frymire was promoted from assistant director of WKAR to manager of the radio outlet in the new department and Robert J. Coleman, director of WKAR radio, retires June 30. Dr. Hunter joined the MSU staff as director of tv development in 1951 and has headed the school's speech department since 1956. Mr. Frymire came to WKAR as a student announcer in 1943 and became assistant director in 1952.

Educational Radio Gets $40,512

The Educational Television & Radio Center, Ann Arbor, Mich., has awarded grants-in-aid totaling $40,512 to six institutions to produce eight educational radio series.

Schools and stations receiving grants are State U. of Iowa, Lowell Institute Cooperative Broadcasting Council, U. of Michigan, U. of North Carolina, Purdue U. and U. of Wisconsin. The universities of Wisconsin and Michigan are producing two series each.

The programs follow the general theme of "The American in the Twentieth Century" and grants mark the second in a three-year support plan by the ETRC for educational radio. The winners were chosen from recommendations by a committee of the National Assn. of Educational Broadcasters.

EDUCATION SHORT

Motorola Inc., by presenting $500 contribution to National Assn. of Educational Broadcasters, has become first industrial associate member of association.

WHEN THEY SAY YOU'VE COMMITTED

LIBEL — SLANDER
PIRACY — PLAGIARISM
INVASION OF PRIVACY
COPYRIGHT VIOLATION

Be ready with our unique
INSURANCE
Adequate protection against embarrassing loss at amazingly moderate cost. Write!

EMPLOYERS REINSURANCE CORPORATION
21 W. Tenth, Kansas City, Mo.
New York, 107 William St. · Chicago, 175 W. Jackson · San Francisco, 100 Bush St.

AWARDS

School Bell Awards Presented To Radio, Tv Networks, KPIX (TV)

National Education Assn.'s School Bell awards were presented to three tv, two radio networks and KPIX (TV) San Francisco at the association's 96th annual convention June 30 in Cleveland. The 20 awards, made annually to representatives of the communications media "for distinguished service in the interpretation of education," also went to a newspaper, magazines and AP.

Award winning networks:

CBS-TV for "Class of '58" in the *20th Century* series and "Education for What?" in *The Great Challenge* series; ABC-TV for *Report Card, 1958*. NBC-TV for Chet Huntley's *NBC News*, and *The Contemporary Challenge to American Education, Today* and "Second Rate Citizen," in the *Loretta Young Show*. CBS Radio for *Radio Beat* and *Edward R. Murrow With the News;* NBC Radio for *Back to School Week*.

KPIX San Francisco received a special award for its *Education Bay Area*, produced in cooperation with California Teachers Assn. in 1957.

Voice of California Contest Opened by Exposition Officials

The second annual Voice of California competition has been announced by the California State Fair and Exposition, "to give public recognition and award to the most outstanding radio and television staff announcers in the state." Judges, from broadcasting, advertising and education, will select the best tv staff announcer and the best staff announcer from a metropolitan radio station and from a non-metropolitan station (an audience potential of fewer than 100,000 will be considered non-metropolitan). From these three, the Voice of California will be chosen. He will receive a cash award of $100, plus an invitation to participate in fair broadcasts for the week of Aug. 27-Sept. 2, for which he will be paid $25 a day salary plus $12 a day living expenses. Runners-up will receive plaques and $50 each.

The California Fair is also offering gold medal program awards to tv stations and metropolitan and non-metropolitan radio stations for the best program of the year, single or series, entertainment or public service. Similar awards will be given for the best news or feature stories in California newspapers, magazines and trade journals.

Deadline for the Voice of California entries is July 12; for program awards the deadline is July 28. All awards will be presented at the annual State Fair Press-Radio-Television banquet, Aug. 30 in Governor's Hall. The Fair runs from Aug. 27 through Sept. 7.

Ray-O-Vac Picks Award Winners

Ray-O-Vac Co. (batteries), Madison, Wis., has announced its Top 10 Award to announcers of the year. The presentation is made annually to the three announcers who present the company's commercials in the most effective, original ways. The winners: Sam 'n' Denzil, WCHS Charleston, W. Va.; Joe Martin, WOW Omaha, and

How long since you listened to radio?

Most people answer* in minutes.

WMT

(That CBS radio station in Eastern Iowa whose mail address is Cedar Rapids, and whose national representative is The Katz Agency.)

*Immediately

another hit

in Washington, D. C.
the top station from
noon to 10 p.m. Monday
through Friday . . . without
a hint of loading ratings . . . is

wmal-tv

SHARE OF AUDIENCE

	noon to 10 p.m. Monday-Friday	when all 4 stations compete Sunday-Saturday
WMAL-TV	31.7%	28.9%
Station 2	29.3%	31.3%
Station 3	24.7%	28.7%
Station 4	13.9%	11.1%

ARB/April 8-14, 1958

represented by H-R Television, Inc.

Eddie Dunn, KATR Corpus Christi, Tex. They receive a week's expense-paid vacation in either Los Angeles or New York.

Ray-O-Vac also awarded testimonial certificates to Don James, WDBO Orlando, Fla.; Lynn Higbee, KRMG Tulsa, Okla.; Jim Dewart, WERC Erie, Pa.; Mel Lynn, KARK Little Rock, Ark.; Phil Sheridan, WFIL Philadelphia; George Erwin, KFJZ Ft. Worth, Tex., and Bill Jackson, WPTF Raleigh, N. C.

AWARDS SHORTS

WTTM Trenton, N. J., presented with citation from National Junior Chamber of Commerce and local chapter of Trenton chamber for, "Faithfully observing, reporting and interpreting the acts of mankind toward civic and social advancement."

WBZ-TV Boston has received first prize in Robert E. Sherwood Tv Awards for its year-long "Let Freedom Ring" campaign.

WIP Philadelphia awarded certificate and silver anvil by American Public Relations Assn., Philadelphia chapter, for its "Operation Optimism" campaign to combat recession.

KSTP-TV Minneapolis received "Special Award" in recognition of "ingenuity and creativity on the part of the newsreel cameramen" in National Press Photographers' 15th annual "News Picture of the Year" competition and won "Tv News Award" for "outstanding public service in covering the news of the community for tv and for consistent excellence in the field of communications" from NPP.

WJAG Norfolk and **KBRL McCook,** both Nebraska, received first Community Service Awards from Knights of Ak-Sar-Ben at Nebraska Broadcasters annual convention in Omaha. Among stations receiving Awards of Merit were **KOGA Ogallala** and **WOW Omaha.**

RCA Electronic Tube Div., Harrison, N. J., was awarded Governor's Safety Award for maintaining safe working conditions.

Gilbert Martyn, director of news and special events, KTLA Los Angeles, honored in resolution passed by Los Angeles County Board of Supervisors for his "courage and determination" in his fight against cancer following "a series of difficult operations and long and painful recuperation."

Tom Freman, KOAM-TV Pittsburg, Kan., and **Rod Cupp,** KOFO Ottawa, Kan., received first awards for outstanding news coverage by individuals, for April and May, respectively, from Kansas UPI Broadcasters Assn.

Dr. Daniel E. Noble, executive v.p. of Motorola Inc., awarded special citation by Indiana Technical College, Fort Wayne, Ind., for contributions to industrial development in electronics and communications.

MEDICAL GROUP BACKS NAB RESTRICTIONS

The medical profession is opposed to advertising of self-medication for some common symptoms but it highly approves the NAB Television Code and the association's voluntary screening of objectionable commercials.

At its San Francisco convention in late June, the American Medical Assn. adopted a resolution pointing out that self-medication for indigestion, constipation and anemia may postpone the diagnosis of serious disease. Magazines and newspapers were included with broadcast media in the resolution, which referred the problem to AMA's board of trustees.

An advertising report from the AMA board was adopted. It recommended that AMA join other interested groups in setting up an expanded voluntary program coordinated by the National Better Business Bureau, with the goal described as elimination of objectionable advertising of over-the-counter medicines. The report favored creation of a physicians' advisory committee, recommended that facilities of AMA and other agencies be made available in the media program and directed AMA's public relations department to continue its liaison with media.

The AMA publicity unit had held a secret media-advertiser-agency conference last May 19 at which the problem of false and deceptive advertising of medical products was discussed [ADVERTISERS & AGENCIES, May 26].

AMA's media report praised the NAB Tv Code and noted the activity of the three tv networks in keeping off the air advertisements that are inaccurate or in bad taste. The report said,

"A review of the activities of the (NAB) code board and the continuity clearance departments shows that although the broadcasting industry is often singled out for criticism, much effort is put forth by the industry to prevent the appearance of objectionable advertising on radio or television. The networks turn down millions of dollars in potential revenue by voluntarily refusing to accept commercials considered to be inaccurate or objectionable. It is the opinion of the public relations department that the industry merits commendation for its work in this area."

A highly critical resolution from the New York State Medical Society, accusing the television industry of selling a constantly increasing amount of time for proprietary advertising, was withdrawn at San Francisco. It charged tv with misleading the public and creating a dangerous attitude of mind leading to loss of confidence in physicians through "adroit references to doctors or your doctor with the implication that doctors use the nostrum themselves or prescribe it for their patients."

The NAB Television Board last month inserted into the Tv Code a flat ban against medical commercials using actors garbed as physicians. NAB adopted the "white-coat" prohibition on recommendation of its Tv Code Board, [ADVERTISERS & AGENCIES, June 23].

Voice of Democracy Contest Enrolls 31 State Associations

Radio and tv stations, operating through state associations, will conduct the 11th annual Voice of Democracy broadcast script-writing contest this autumn. The contest is co-sponsored by NAB and Electronics Industries Assn. In past years local chapters of the U. S. Junior Chamber of Commerce handled the competition at the local and state levels but the Jaycees withdrew last winter after internal disagreement with NAB and EIA.

To date, 31 state broadcaster associations have announced plans to take part in the contest, which carries endorsement of the U. S. Office of Education and National Assn. of Secondary School Principals. Over a half-million students contributed scripts last year.

NAB pointed out the VOD contest gives local broadcasters an opportunity to enhance their reputation for community service, focusing attention on station efforts to stimulate thinking about democracy among young people. The contest is open to students in the 10th, 11th and 12th grades. State winners are awarded all-expense trips to Washington and the national co-winners also receive scholarship grants. The visit of state winners will be held next February in conjunction with the Fourth Annual Conference of State Broadcasters Associations Presidents, sponsored by NAB.

State associations already participating in VOD planning are Alabama, Arizona, Colorado, Connecticut, Florida, Illinois, Indiana, Iowa, Kansas, Kentucky, Louisiana, Maine, Maryland-D. C., Massachusetts, Missouri, Nebraska, New Mexico, North Carolina, North Dakota, Ohio, Oklahoma, Oregon, Rhode Island, South Dakota, Texas, Vermont, Virginia, Washington, West Virginia, Wisconsin and Wyoming.

Farm Families Listen and Buy More Than City Folk, RAB Says

How'ya gonna keep 'em down at the farm (and out of the market place) after they've heard radio? So asks Radio Advertising Bureau in its latest study of the aural medium compiled by the Pulse Inc. RAB's 16-page, two-color presentation, "Radio Sells Them Down at the Farm," indicates that radio is as vital to the farmer's everyday life as his crops. It's his trade journal, RAB contends, his "minute-by-minute source of profitable information for everyday farm operation."

Statistically, RAB reports that more than 80% of farm families surveyed (over 2,000 in a 12-state area representative of all 48) listen to radio during the "average weekday" and during the week they listen an average of 26 hours and 40 minutes. In an average week, the report goes on, "more than 95% of farm families listen to radio."

The farmer, RAB says, depends on radio far more than his city cousin. "Weather

reports . . . mean dollars and cents to him," as do the market and agricultural reports—both fixtures of rural radio programming.

Concludes RAB: "The U.S. farm market must be reached and sold by every advertiser because farmers are experiencing higher living standards than ever . . . they're buying more than city dwellers and are even spending more than city people for some products."

Ad Council Committee Heads Appointed for Coming Year

A new slate of committee heads for the 1958-59 year was announced last week by The Advertising Council. Included are: Lee H. Bristol, chairman of Bristol-Myers Co., chairman of the AC board's executive committee (he also is vice chairman of the council); Leo Burnett, Leo Burnett Co., appointed chairman of campaigns review committee; Louis N. Brockway, executive vice president, Young & Rubicam, chairman of the planning committee; Edwin W. Ebel, advertising vice president, General Foods Corp., chairman of radio-tv committee; Chester J. LaRoche, C. J. LaRoche & Co., chairman of the American Round Table committee, and Felix W. Coste, Coca-Cola advertising vice president, appointed head of the facilities expansion committee.

Hollywood Admen Name Brembeck

Officers of the Hollywood Ad Club for 1958-59 were installed last Monday (June 30) by Charles W. Collier, executive vice president, Advertising Assn. of the West. The new officers are Jack F. Brembeck, promotion-publicity director, KABC-TV Los Angeles, president; Felix Adams, vice president, KLAC Los Angeles, first vice president; Ed Cashman, radio-tv vice president, Foote, Cone & Belding, Hollywood, second vice president; Jan Victor, manufacturers representative for radio-tv, secretary; Cliff Gill, vice president, KBIG Santa Catalina, Calif., treasurer, and Bruce Robertson, senior editor, BROADCASTING, Hollywood, public relations vice president.

TASO Shifts to Ames, Iowa

Television Allocations Study Organization moves its headquarters from Washington to Ames, Iowa, the end of August. Dr. George Town, executive director of TASO, has accepted a teaching schedule at Iowa State for the school year beginning in September. He is a professor of electrical engineering there. Final TASO panel reports are due in August, and after analysis and collation by the engineering research team of U. of Texas, the final report is scheduled to be submitted to the FCC late this year.

Toilet Goods Election Held

New officers of the Toilet Goods Assn., elected at the 23rd annual meeting at Poland Spring, Me., include Arthur E. Johnston, Colgate-Palmolive Co. vice president, TGA president; Oscar Kolin, Helena Rubinstein Inc. vice president, TGA vice president, and the following re-elected vice presidents: Jean Despres, Coty Inc.; J. I. Poses, D'Orsay Sales, and Robert E. Schwartz, Wildroot Co.

Five-Year Sales Program Planned by Newspaper Group

The Bureau of Advertising of the American Newspaper Publishers Assn. is starting a "new selling program" over the next five years to bring "the full force of newspapers' selling attack to the people who make the media decisions."

The bureau's long-range campaign was disclosed last week by Charles T. Lipscomb Jr., bureau president, before the summer meeting of the Newspaper Advertising Executives Assn. in Colorado Springs, Colo. Though no direct mention of radio or television was made in Mr. Lipscomb's talk, the bureau in the past has expressed concern over the inroads of tv particularly on newspaper advertising. Indirectly, Mr. Lipscomb covered radio-tv at one point when he revealed the bureau will conduct research into how the various media are regarded and how they are bought by advertisers and agencies.

The selling program, Mr. Lipscomb reported, will consist of four areas: research, conventions, promotions and agency and advertiser solicitations. He said that in each of these areas the bureau has adopted "new policies and new strategies and projected them over the course of the next five years."

BBC Man to Bcstg. Foundation

Basil Thornton, advertising director, British Broadcasting Corp. publications, has been named executive director of the Broadcasting Foundation of America. The announcement was made last Monday (June 30) by Robert Redfield, the foundation's board chairman.

Mr. Thornton, who received the Order of the British Empire for his services as BBC's North American representative 1951-56, assumes his duties upon arrival in America today (July 7). From 1956 until his new appointment Mr. Thornton directed advertising for such BBC publications as *Radio Times*, *The Listener* and *School Broadcasting Material*.

BFA was formed with grants from the Rockefeller, Ford, Creole and other foundations, to facilitate an international exchange of cultural programs.

N. Y. Gagmen Meet to Swap Ideas

A Humor Trading Post has been formed by tv audience-warm up team Barney Martin and Artie Roberts to exchange comedy routines with comedians and writers. The gag swap idea evolved from an exchange of routines between Mr. Roberts and his former colleagues Olsen & Johnson. Messrs. Martin and Roberts, who for the past six months have warmed up audiences prior to such shows as Jan Murray's *Treasure Hunt* and *Steve Allen Show*, meet each Thursday night between 7 and 10 p.m. at Rosoff's Restaurant, 147 W. 43d St., New York.

MINITAPE*

. . . a fully transistorized, battery-operated, portable tape recorder of network recording quality.

AMAZING OPERATING EFFICIENCY . . . No other recorder can do the job of Minitape. Where you go, Minitape goes, with its own power and precision recording unit in one compact aluminum case. Minitape weighs only 13 pounds and equals the finest AC-operated units in recording quality.

- Automatic volume control by transistor amplifiers holds constant full recording level from lip distance to 10 ft.
- Flat frequency response to 10,000 cycles at 7½ ips.
- 2 hours continuous recording on one charge. Lifetime nickel cadmium battery.

Write for prices and specifications

*trademark registered

Cable Address: STANHOFF

STANCIL-HOFFMAN

921 N. Highland Avenue Hollywood 38, California

NOW! FROM WHBF-TV IN THE QUAD-CITIES . . .

NEW 1000 FT. TOWER

BIG 100 KW POWER

EXPANDED REGIONAL COVERAGE

QUAD-CITIES

AS CLOSE TOGETHER AS THE BOROUGHS OF NEW YORK

DAVENPORT EAST MOLINE ROCK ISLAND MOLINE

bring a new era of television to prosperous Western Illinois and Eastern Iowa

WHBF-TV

CBS FOR THE QUAD-CITIES

REPRESENTED BY AVERY-KNODEL

Doctors Perform Heart Surgery on KPIX (TV)

KPIX (TV) San Francisco, in a 105-minute live telecast of open heart surgery performed by Stanford Hospital doctors on an eight-year-old boy, received the attention of an estimated 1,253,000 viewers June 23. The highest rating in local television history for the 10 to 11:30 p.m. time segment was reported by the American Research Bureau which gave it a 38.6.

Viewers took a personal interest in the condition of Tommy Hunter as the operation progressed successfully. Telephone inquiries to the station numbered 1,000 calls an hour and 700 more calls were turned away within three hours after the operation. A special automatic phone "bulletin service" was used with incoming lines increased from two to six, After two days the estimated total of calls numbered 98,000. Letters addressed to Tommy approached the 1,000 mark, the station reports.

The television milestone was carried with front page banner headlines and pictures in all Bay Area newspapers the following day. Critics gave unqualified congratulations to KPIX for its public service to enlighten the public on Open Heart Surgery. The station also reports numerous requests for kinescopes from other stations and from private parties asking for a re-showing in the near future.

'Clubbers' May Order Painting

Listeners to *Don McNeill's Breakfast Club* on ABC Radio are being offered reproductions of artist Ben Stahl's painting, "Moment of Silent Prayer," symbolizing that feature of the early-morning show. Copies suitable for framing will be mailed out in mid-August to listeners who request them at the price of $1. The reproduction is printed on fine paper and measures 10 by 20½ inches. All proceeds received over the actual cost of printing will be earmarked for a special charity project which Mr. McNeill will select at a later date. The painting was unveiled on the *Breakfast Club's* 25th anniversary broadcast June 23.

WFAA-TV Finds Too Many Types

WFAA-TV Dallas offered to help Warner Bros. find a true Texan type to star in a film series and after a date for camera tests was announced 534 tall Texans applied for the role. Judges narrowed the field to those qualified on the basis of looks, height, strength, riding and shooting ability. Those selected were referred to Warner Bros. talent scouts who will later make the final selection.

KTRK-TV Asks 'How Many Fish?'

KTRK-TV Houston, Tex., tallied more than than 5,000 entries in a two-week contest for viewers of *KiTiRiK's Party* (Mon-Fri., 3-4 p.m.). Viewers were to guess how many fish were in an aquarium tank which was shown each day of the contest on this children's show. The winner was awarded an all-expense paid vacation for one week at Bar-K Ranch in Texas.

OPERATING *surgeon Dr. Frank Gerbode (at microphone) addressed viewers of KPIX (TV) San Francisco following completion of open heart surgery performed on eight-year-old Tommy Hunter during a live telecast June 23.*

WTVN-TV Viewers 'Pick-a-Six'

WTVN-TV Columbus, Ohio, drew 14,500 entries in the first two weeks of its channel-number game, "Pick-a-Six." Players have a chance to win prizes ranging from luggage to power mowers by picking the numbers from one to six and sending them on separate post cards to the station. The program host draws one of the same numbers from a fish bowl and selects a like-numbered card. The player is called and wins by selecting a "six" on the prize board and by answering to a simple question.

CJMS Plays Newest Paris Songs

French speaking listeners to CJMS Montreal, Que., will soon be able to whistle and hum the latest Paris tunes through arrangements now completed between the station and five major record and publishing companies in Paris. Recordings are being shipped air express each week to insure listeners of a first-time hearing since record store supplies arrive several weeks later.

WBBM Features New Music Series

Intimate interviews and performances by some of the world's leading musicians form the core of a new series, *A Summer Night at Ravinia with Rudolph Ganz*, programmed by WBBM Chicago. Tailored as a seven-week public affairs project, the series is sponsored by Catherine Clark's Brownberry Ovens as an experiment in local radio programming, through Rutledge & Lilienfeld, Chicago agency.

Dr. Ganz, internationally known composer-conductor and president emeritus of Chicago Musical College at Roosevelt U., serves each week as host, interviewer and conversationalist with featured guest artists. Interviews are recorded during rehearsals at Ravinia Festival in Chicago.

WTRF-TV Tells Regional Story

"The Upper Ohio Valley" is the title of a new booklet compiled by WTRF-TV Wheeling, W. Va., to demonstrate the advantages available to advertisers in this major market area. The brochure, bound in a thick, beige cover, contains 72 pages with 177 photograph, five maps, special artwork and more than 3,000 words describing the cities, economics and industry of the region, as well as illustrating the services of the station.

Coloradoans 'Scream' for KOSI

More than 1,000 Colorado citizens availed themselves of the opportunity to "let off steam" when KOSI Denver and a local theatre offered a three-day "Scream" contest to promote the motion picture "Horror of Dracula."

KOSI metered and recorded calls fom 5 to 6 p.m. Five persons were awarded free passes to the movie each night. Long distance calls were received from other cities in the state but a local woman won the $25 cash as grand prize "screamer."

WHK D.J. Jumps for His Public

In an attempt "to keep his name before the public," Cleveland d.j. Pete (Mad Daddy) Myers, 30, parachuted 2,100 feet into Lake Erie after he realized that because of contractual agreements he is banned from broadcasts for 90 days. Mr. Myers recently left WJW to join WHK, both Cleveland. The presently idle d.j. apparently achieved his purpose as his feat was featured by Cleveland newspapers, national news wires, WHK and WEWS (TV).

KMPC Booklet Explains Baseball

To help women listeners enjoy the play-by-play broadcasts of the Los Angeles Dodgers games on KMPC Los Angeles, the station has published a 32-page booklet "A Housewife's Guide to Baseball." The booklet explains the national pastime amusingly succinctly and so accurately that it can be used to settle many masculine disputes over fine points as well as to inform the distaff side of the family.

Daisies 'Tell' for WCKY Drive

WCKY Cincinnati, Ohio, in June conducted a three-week promotion to announce its "Pleasure Programming for Pleasure Listening." Spot announcements and all exploitation were based on a "fresh as a daisy" theme. Girls in costumes shaped like microphones distributed five-pound boxes of candy to agencies, newspapers and advertisers. "Daisy Girls" on downtown streets handed WCKY daisies to shoppers. Newspaper ads, bumper strips, banners and personal appearances by station personalities were other campaign features. During the campaign's final week, WCKY distributed daisy tags for lucky number contests and "Pleasure Cards" redeemable for drinks and lunches at designated restaurants.

"OPERATION HOPSCOTCH" gets underway at the Dallas Airport June 29 as Gordon McLendon, owner of the Texas Triangle Stations, shakes hands with the pilots of a Cessna 172 now attempting to set a new world's record for non-stop endurance flying. As a special promotion for the Texas Triangle Stations—KLIF Dallas, KTSA San Antonio and KEEW Shreveport, La.—the plane plans to stay up at least 1,200 consecutive hours over the Triangle cities, restocking fuel and food with a grappling hook. The pilots, Skip Fletcher (l) and Lee Arthur, broadcast daily accounts to the stations. Each outlet is offering a European vacation for two and $1,000 cash for the closest guesses of actual flight time.

KRON-TV Reports Show Ratings

With its latest program schedule, covering the June 15-July 15 period, KRON-TV San Francisco starts reporting ratings of American Research Bureau, Nielsen and Pulse for each of its programs. Commenting on the innovation, Norman Kouvau, KRON-TV sales manager, said: "We hope that this will simplify some of the paper work that goes into making up a schedule and help give a clearer picture of what goes on "ratingswise" in San Francisco television. This will be a regular monthly service to advertising agencies and clients."

HOWARD E. STARK
BROKER AND FINANCIAL CONSULTANT
RADIO AND TELEVISION STATIONS
50 EAST 58TH STREET
NEW YORK 22, N.Y.
ELDORADO 5-0405
ALL INQUIRIES CONFIDENTIAL

CKVL Puts Tagged Fish in Lake

Coincident with its power increase from 10 kw to 50 kw, CKVL Verdun, Que., suburb of Montreal, has arranged with the Quebec provincial department of fisheries to dump thousands of tagged fish into the lakes and streams of the province. Fishermen catching the fish have a chance of receiving an award ranging from 85 cents to $850. The awards have been wrapped in multiples of CKVL's frequency of 850 kc. One fish is worth $850, twelve worth $85, several hundred worth $8.50 and several thousand worth 85 cents.

CKVL is using airplanes trailing banners over the station's coverage area, cards on 300 city buses and 100 inter-city buses, over 100 three-color billboards and a telephone barrage in the Montreal area to promote its power increase.

Restaurants Unite on WOW Spots

The 27-member Omaha Restaurant Assn. has launched a year-long "eat out" spot campaign on WOW Omaha. Each participating restaurant will be promoted 50 times during the year in spot announcements plus the added feature of half-hour remotes at each restaurant by a WOW personality. In October, $1,500 will be awarded by the association in contest prizes. Theme of the ORA promotion: "Enjoy life more by eating out."

WCHS Mystery Woman Found

WCHS Charleston, W. Va., drew public attention to its Mrs. Filbert's mayonnaise account with a two-day downtown hunt for a woman posing as "Mrs. Filbert." Clues to her identity were given in spot announcements. In order to win, the guesser had to address the mystery lady with, "You are Mrs. Filbert who makes wonderful mayonnaise!" She was tagged at noon the second day by a St. Albans, W. Va., woman, who won a $25 savings bond.

WISR Opens 'Men Only' Contest

WISR Butler, Pa., is appealing to the men in the area to enter its "Man in the Overcoat" contest this month. Two awards of $25 each are being offered male listeners who send the station their neck, chest and waist measurements which must match those of two out-of-town men whose measurements are now sealed in an envelope and locked in the vault of the Butler Savings and Trust Co. The cash prizes will go to winners in two age categories—15 to 40 and over 40.

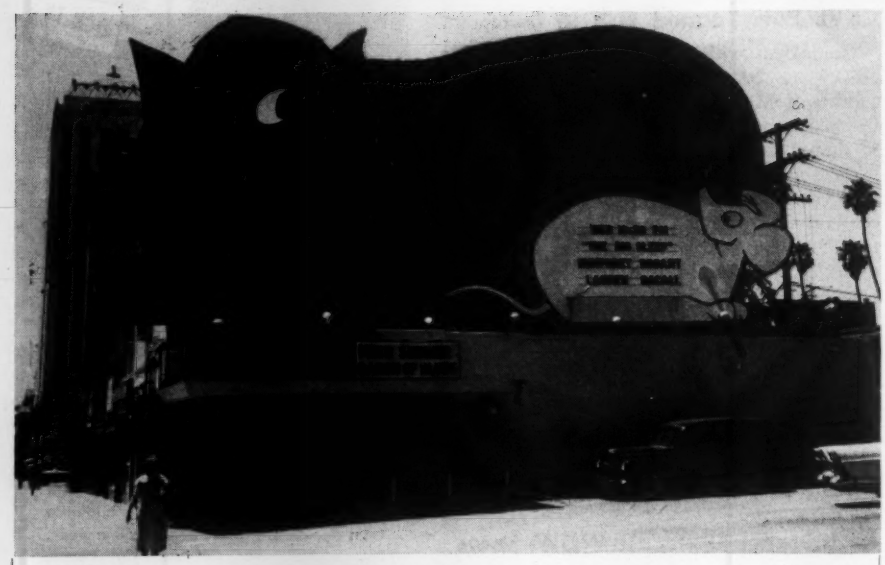
CHUM Offers Dollars for Watts

To mark the start of its increase in power from 2.5 kw to 5 kw on June 23, CHUM Toronto, Ont., gave listeners a chance to win $5,000 from June 23-27 if they could open a safe in a store window. Clues to the safe's combination were broadcast at various times of the day every day for the week. The safe was installed in a large retail clothing store with a guard on duty day and night. The first person to open the safe collected the $5,000.

WGR-TV now leads all Buffalo stations with the largest share of the viewing audience from sign-on to sign-off seven days a week. Source: ARB. ABC Affiliate. Call Peters, Griffin, Woodward for availabilities.

WGR-TV
ABC CHANNEL 2
BUFFALO
SYMBOL OF SERVICE
A TRANSCONTINENT STATION
WROC-TV, Rochester • WGR Radio, WGR-TV, Buffalo • WSVA Radio, WSVA-TV, Harrisonburg

WSLS • TV
the highest rated
ROANOKE, VA.
station in
WSLS • TV
VIRGINIA'S
ROANOKE, VA.
biggest television
WSLS • TV
market . . .
ROANOKE, VA.
MORE TV HOMES!
WSLS • TV
MORE PEOPLE!
ROANOKE, VA.



CROUCHING above this corner of Wilshire Blvd. and Western Ave. in Los Angeles is a 54-foot, green-eyed, bright blue cat wearing a pink nightcap. The billboard cat informs passersby of nightly "Big Hit Movies" on KNXT (TV) Los Angeles. Movie titles are shown on the cat's body by 8 a.m. each day.

WABC Revamps Music Shows

WABC New York introducing a different musical concept into programming last week on its various recorded music shows, designed to please all age groups. Music encompasses top tunes, all-time favorites, top show tunes and new songs. New jingles are used to identify the station's personalities and special sound effects are utilized for news and weather programs and station breaks.

WTTM Sends Program to Malta

WTTM Trenton, N.J., has announced an exchange of programs between Trenton and Malta as arranged by Michael Fonde, the only Maltese in Trenton, the station reports.

The WTTM broadcast will feature a concert by the Trenton Symphony Orchestra, remarks by orchestra president, Joseph D'Annunzio, and Trenton's mayor, Donald J. Connolly, and special greetings from New Jersey Gov. Robert B. Meyner.

KBTV (TV) Offers New House

KBTV (TV) Denver began a local bowling show June 16 which offers as top competition prize an $18,000 house. The broadcasts of *Bowl for a Home* (Mon., 7:30-8:30 p.m.) originate each week from a different Denver bowling alley with host-sportscaster Fred Lee.

A perfect-game bowler gets house from the sponsor, Broadway Estates. Keglers scoring other high marks can win an automobile, color tv set, Vespa motor scooter and electric razors.

KSTP-TV Nets 'Large Catch'

KSTP-TV St. Paul-Minneapolis sports show announcer Dick Nesbitt received 34,762 entries in his two-week "Fish in a Barrel" contest. Mr. Nesbitt's sports show viewers were to guess the number of fish in a barrel in order to win merchandise prizes worth $3,000. Grand prize winner was a St. Paul man who was presented a Kayot pontoon boat and a 10-h.p. Scott-Atwater motor.

United Press International news produces!

NAM to Use Film Series Backlog For New 'Industry on Parade'

After almost eight continuous years on the air, National Assn. of Manufacturers' *Industry on Parade* series—offered as a gratis public service program to a current lineup of 276 tv stations—has switched its format. Gone is the traditional quarter-hour film program consisting of four separate and unrelated news stories dealing with various aspects of U. S. industry. Instead, the *IOP* series now has gone "documentary," using the heavy backlog of film built up over the years to concentrate on one specific topic. NAM executive vice president Charles R. Sligh calls it "an integrated, interpretive story of one broad phase of industry's contribution to the American way of life."

Reasons for the format change were last week described as two-fold by G. W. (Johnnie) Johnstone, radio-tv director of NAM. "Not only did we feel that by this time stations were taking *IOP* for granted, thus calling for a new 'depth' approach; we also had some budget problems to consider." He declined to detail, but it was learned that last fall NAM, effective Jan. 1, 1958, ordered a 25% budget slash in public relations allocations; thus, *IOP* costs had to be brought down from $250,000 to $205,000.

By using stock footage garnered over eight years of consistent filming, NAM is able to give so-called "outdated film" a new lease on life, make its radio-tv-film budget go twice as far. The series, which originally went on the air in mid-October 1950 on 44 stations, is given to single stations in given markets on an "exclusive" basis if the station management guarantees one playing a week; films are bicycled from market to market, but are restricted under NAM contract stipulations to five exposures only. After that, they are returned to NAM which then makes them available—through 13 regional offices—to USIA, schools, colleges and other groups and organizations requesting their use. Through USIA, *Industry on Parade* is seen on tv in at least 20 foreign countries, and gets further exposures in film houses abroad through USIA's motion picture branch.

The series is produced by Arthur Lodge Productions Inc., New York (after having originally been produced, 1950-53, by NBC News under supervision of Arthur J. Lodge Jr.), and is processed by Precision Film Labs, New York. Creative staff at NAM includes Mr. Johnstone (*IOP* executive producer) and Roger A. Young Jr. NAM tv producer. Script writer is Arthur Holch.

Network Booklet Tells Advances

ABC-TV is mailing a printed version of its "Value Network" presentation to advertisers and agencies. The presentation was first unveiled in New York earlier in the year [NETWORKS, March 31]. The presentation statistically points up that the network reaches the heavier-buying younger and larger families, and emphasizes ABC-TV advances in coverage, programming, audience delivery and economy for the advertiser.

Station Authorizations, Applications

As Compiled by BROADCASTING

June 26 through July 2

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. *—educ.

New Tv Stations

APPLICATIONS

Bakersfield, Calif.—King-Hobbs Bcstrs., ch. 17 (488-494 mc); ERP 230.37 kw visual, 124.46 kw aural; ant. height above average terrain 611 ft., above ground 504.4 ft. Estimated construction cost $821,522, first year operating cost $300,000, revenue $320,000. P. O. address 2300 S. Union Ave., Bakersfield. Studio location Bakersfield. Trans. location N. of Oildale, adjacent to Woody Rd. Geographic coordinates 119° 00′ 43″ N. Lat., 35° 27′ 46.9″ W. Long. Trans., ant. RCA. Legal counsel Harry Daly, Wash., D. C. Consulting engineer John Mullaney, Wash., D. C. Equal partners **George King Jr.** and **Lloyd Hobbs** are motel-owners. Announced June 27.

Presque Isle, Me.—WLBZ Tv Inc., ch. 10 (192-198 mc); ERP 15.55 kw visual, 7.772 kw aural; ant. height above average terrain 391 ft., above ground 96.7 ft. Estimated construction cost $31,-300, first year operating cost $55,000, revenue $70,-000. P. O. address 157 High St., Portland, Me. Studio-trans. location, Presque Isle. Geographic coordinates 46° 43′ 36″ N. Lat., 67° 55′ 45″ W. Long. Trans., ant. RCA. Legal counsel Smith & Hennessey, Wash., D. C. Consulting engineer Page, Creutz, Steel & Waldschmitt Inc., Wash., D. C. **Main Bcstg Co.,** (licensee of WLBZ Bangor) owns 98% of applicant. **Mrs. Adeline Rines,** who owns 96% of Maine Bcstg., also owns 98% of WROD Augusta and WCHS-AM-TV Portland, both Maine. Announced June 26.

Existing Tv Stations

ACTIONS BY FCC

WOWL-TV Florence, Ala.—Granted application for private tv intercity relay system for off-the-air pickup of programs of **WSM-TV** (ch. 4), **Nashville, Tenn.** Chairman Doerfer absent. Announced June 27.

WCCO-TV Minneapolis, Minn.—Granted waiver of Sect. 3.652 of rules to permit WCCO-TV to identify itself as **St. Paul** as well as Minneapolis. Chairman Doerfer absent. Announced June 27.

New Am Stations

ACTIONS BY FCC

King City, Calif.—Somoco Bcstg. Co.—Granted 1570 kc, 250 w D. P. O. address 10814 Encino Ave., Granada Hills, Calif. Estimated construction cost $8,790, first year operating cost $15,600, revenue $24,000. Equal partners are **James H. Rose** and **Howard E. Slagle,** applicants for am in Hollister, Calif. Mr. Rose is electronics engineer and Mr. Slagle former Federal employe. Announced June 27.

Carrollton, Mo.—Homeland Enterprises Inc.—Granted 1430 kc, 500 w, D. P. O. address 215 S. Main St., Carrollton. Estimated construction cost $25,395, first year operating cost $25,000, revenue $30,000. **R. Hamilton Staton,** hospital owner, is 99% owner. Announced June 27.

Missoula, Mont.—Missoula Bcstrs.—Granted 910 kc, 1 kw D. P. O. address Box 485, Pasco, Wash. Estimated construction cost $17,500, first year operating cost $48,000, revenue $60,000. Equal partners are **Gerald Colkitt, Wallace K. Reid, H. B. Murphy** and **Harold C. Singleton.** Mr. Colkitt owns 16.6% KORD Pasco, Mr. Reid 33.3% KORD, Mr. Murphy 33.3% KORD and Mr. Singleton 100% KUTY Palmdale, Calif., 51% KUIK Hillsboro, 50% KYNG Coos Bay, both Oregon, 49% KITN Olympia, 16.6% KORD and 14% KITI Chehalis, all Washington. Announced June 27.

APPLICATIONS

Washington, Iowa—Wash. County Bcstg. Co., 1380 kc, 500 w D. P. O. address 298 Arcade Bldg., St. Louis, Mo. Estimated construction cost $12,-606, first year operating cost $36,000, revenue $48,000. **Samuel Burk** (50% of KIRX Kirksville and KTTN Trenton, both Missouri) and **Ralph Ritzer** (one-third of KGRN Grinnell, Iowa) are equal partners. Announced June 27.

Grayson, Ky.—Carter County Bcstg. Co., 1010 kc, 1 kw D. P. O. address Box 355, Grayson. Estimated construction cost $29,129, first year operating cost $35,000, revenue $45,000. **Harold Shufflebarger,** physician, is 75% owner. Announced June 26.

Del Rio, Tex.—Queen City Bctsg Co., 1490 kc, 250 w unl. P. O. address 731 S. Main St., Del Rio. Estimated construction cost $11,444, first year operating cost $19,535, revenue $25,440. **James Patterson** (mathematician) and **Jack Crosby** (tv cable manufacturing) each own 45%. Announced June 26.

Salt Lake City, Utah—Jack Burnett, 1090 kc, 1 kw D. P. O. address 4503 Aukai Ave., Honolulu. Estimated construction cost $26,645, first year operating cost $96,000, revenue $140,000. Mr. Burnett, sole owner, owns 25% of KULA-AM-TV Honolulu and is purchasing all of KULA. Announced June 27.

Existing Am Stations

ACTION BY FCC

WMAZ Macon, Ga.—Granted increase in daytime power from 10 kw to 50 kw and change from DA-2 to DA-N, continuing operation on 940 kc with 10 kw-N; engineering conditions. Announced June 27.

New Fm Stations

ACTION BY FCC

Bakersfield, Calif.—KGEE Inc.—Granted 96.5

NATION-WIDE NEGOTIATIONS • FINANCING • APPRAISALS

RADIO • TELEVISION • NEWSPAPER

THE GOLDEN WEST . . .

. . . a land of opportunity with fast increases in population and the resulting boom in retail sales. It is no wonder that radio and television investments are both sought after and valuable in this vast area. We are proud to present these two outstanding western properties:

DAYTIME REGIONAL $175,000

Excellent financing. Ideal for owner-manager. The market is well-known coast-to-coast as a tremendous growth area. Write our West Coast office for details on this station.

PACIFIC NORTHWEST $125,000

This is a regional facility operating fulltime. The station owns its own valuable combination plant and land. Profitable past . . . ideal future. Figures available if you are serious.

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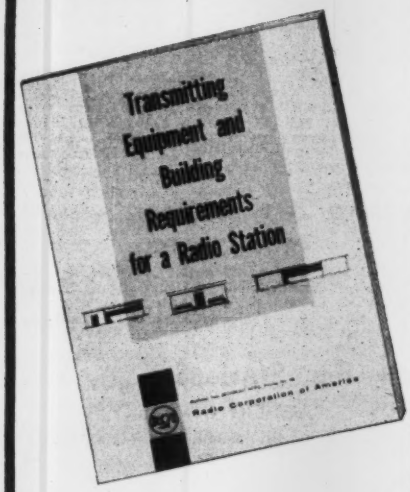

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COMMERCIAL STATION BOXSCORE

As Reported by FCC through May 31

	AM	FM	TV
LICENSED (all on air)	3,208	524	415[1]
CPs ON AIR (new stations)	40	17	95[3]
CPs NOT ON AIR (new stations)	92	87	108
TOTAL AUTHORIZED STATIONS	3,340	628	663
APPLICATIONS FOR NEW STATIONS (not in hearing)	406	40	64
APPLICATIONS FOR NEW STATIONS (in hearing)	126	18	63
TOTAL APPLICATIONS FOR NEW STATIONS	532	58	127
APPLICATIONS FOR MAJOR CHANGES (not in hearing)	248	27	37
APPLICATIONS FOR MAJOR CHANGES (in hearing)	41	0	17
TOTAL APPLICATIONS FOR MAJOR CHANGES	289	27	54
LICENSES DELETED	0	2	0
CPs DELETED	1	0	1

SUMMARY OF STATUS OF AM, FM, TV

Compiled by BROADCASTING through July 2

	ON AIR		CP	TOTAL APPLICATIONS
	Lic.	Cps	Not on air	For new stations
AM	3,208	46	102	548
FM	524	23	88	59
TV (Commercial)	415[1]	93[2]	110	129

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through July 2

	VHF	UHF	TOTAL
COMMERCIAL	425	83	508[3]
NON-COMMERCIAL	25	7	32[4]

[1] There are, in addition, nine tv stations which are no longer on the air, but retain their licenses.
[2] There are, in addition, 35 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.
[3] There have been, in addition, 177 television cps granted, but now deleted (33 vhf and 144 uhf).
[4] There has been, in addition, one uhf educational tv station granted but now deleted.

mc, 2.95 kw unl. P. O. address 1415 17th St., Bakersfield. Estimated construction cost $28,000, first year operating cost $10,000, revenue $15,000. Owners are **C. Dexter Haymond** (55%) and others. Mr. Haymond owns 2.4% of KIT Yakima, Wash., Announced June 27.

Ownership Changes

ACTIONS BY FCC

KIST Santa Barbara, Calif.—Granted assignment of license from **Harry C. Butcher** to **Western States Radio** (equally owned by **A. R. Ellman** and **A. C. Morici**); consideration $197,000. Announced June 26.

WWNS Statesboro, Ga.—Granted assignment of license from **Robert H. Thompson Sr.**, to **WWNS Inc. (Donald O. McDougald**, president); consideration $100,000. Announced June 26.

WDZ Decatur, Ill.—Granted transfer of control from **Charles C. Caley** and **Harry E. Witherell** to **Frank C. Schroeder Jr.**; consideration $91,500 plus $300 per month to Mr. Caley and $50 to Mr. Witherell for a period of 5 years not to compete (Commissioner Lee absent). Announced June 26.

KSO Des Moines, Iowa—Granted transfer of control from **Lyman S. Ayers**, et al., to **Joseph L. Floyd, N. L. Bentson, Edmond R. Ruben** (have interests in KELO-AM-TV, Sioux Falls; KDLO-TV Florence; KPLO-TV Reliance, all South Dakota, and WLOL-AM-FM Minneapolis, Minn.), and **Anton J. Moe**; consideration $20,400 for 100% stock of both licensee and Broadway Land Corp. (latter owns land used as transmitter site) plus agreement to pay $134,600 indebtedness owed by both corporations. Announced June 26.

WAAN Marlboro, Mass.—Granted assignment of cp to **WGLO Inc.** (applicant for am station in Gloucester, Mass.); consideration $17,000 for expenses. Announced June 26.

KGEZ-TV Kalispell, Mont.—Granted transfer of control from **KGEZ Inc.**, through transfer of latter's stock (56%) to **Frank Reardon**, previous minority stockholder; no consideration. Announced June 26.

KGEZ Kalispell, Mont.—Granted transfer of control from Copper City Radio Co., et al., to **Skyline Bestrs. Inc. (M. A. Himsl**, president); consideration $84,000. Announced June 26.

KIHO Sioux Falls, S. D.—Granted transfer of control from **James A. Saunders** to **William F. Johns Jr.** (present 30% stockholder); considera-

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tion $9,000. Mr. Johns has interest in KRIB Mason City, Iowa. Announced June 26.

KWEL Midland, Tex.—Granted assignment of license and cp to **Petty Durwood Johnson** (interest in KVWC Vernon, Tex.); consideration $60,000. Announced June 26.

KLYK Spokane, Wash.—Granted assignment of license to **KLYK Inc. (Harold Lampel**, president, has interest in KINK Phoenix, Ariz.); consideration $120,000. Announced June 26.

APPLICATIONS

KMAP Bakersfield, Calif.—Seeks assignment of license from **Morris Mindel** to **KMAP Inc.** for $85,000. New owner, **Clifford Ball** is San Francisco advertising man. Announced June 30.

KVOD Denver, Colo.—Seeks assignment of license from **Colo. Radio Corp.** to **Western Bcstg. Enterprises Inc.** for $300,000. **Rocky Mountain Empire Sports Inc.** (Denver Bears baseball team) owns 85% of purchaser. Announced June 26.

WWCO Waterbury, Conn.—Seeks assignment of license from **New England Bcstg. Corp.** to **WWCO Inc.** for $193,000. New owner **Herbert Bloomberg** has interest in KDUB-AM-TV Lubbock, KEDY Big Spring and KPAR Abilene, all Texas. Announced June 26.

KCBC Des Moines, Iowa—Seeks assignment of license from **Majestic Bcstg Co.** to **Fletcher-Mitchell Corp.** for $112,000 plus $38,000 not to compete for five years. **James Mitchell** (50% of KLIN Lincoln, Neb., and one-sixth of KPIG Cedar Rapids, Iowa) and **Jonathan Fletcher** 50% of KLIN) are equal partners in purchaser. Announced June 27.

KBIZ Ottumwa, Iowa—Seeks assignment of license from **KBIZ Inc.** to **Wapello County Bcstg Co.** for $62,500. Buyer is composed of six equal partners. Announced June 26.

KVII (TV) Amarillo, Tex.—Seeks transfer of control of permittee **(Southwest States Inc)**. from **George Oilver, Robert** and **Hoyt Houck, John McCarthy, Sam Fenberg** and **Estate Development Corp.** to **Television Properties Inc.** Involved is 77.7% to be sold for $136,052 plus option to buy remainder. Purchasers **Jack Vaughn** and **Grady Vaughn Jr.** (47.88% apiece) each own 25% of KOSA-TV Odessa, Tex. Announced June 26.

WPLH Huntington, W. Va.—Seeks assignment of license from **Huntington Bcstg. Co.** to **Tierney Co.** for approximately $110,000. Buyer owns WCHS-AM-TV Charleston, W. Va. Announced June 27.

Hearing Cases

INITIAL DECISIONS

Hearing Examiner Charles J. Frederick issued initial decision looking toward granting application of **Williamsburg Bcstg Co.**, for new station to operate on 740 kc, 500 w, D, in **Williamsburg, Va.** Announced June 26.

Hearing Examiners James D. Cunningham and Herbert Sharfman issued initial decision looking toward denial of application of Wrather-Alvarez Bcstg. Inc., for extension of time to construct tv station KYAT (ch. 13), **Yuma, Ariz.** Announced June 26.

OTHER ACTIONS

Commission invites comments by July 25 to proposed rule making to amend allocation plan for Class B fm stations by adding ch. 294 to **Baltimore, Md.** Amendment will make available ch. 294 for assignment in Baltimore as requested in joint petition by Baltimore Bcstg. Corp. and Commercial Radio Institute Inc, who now have mutually exclusive applications for ch. 226.

By memorandum opinion and order, Commission denied petition for reconsideration by Bangor Bcstg. Corp. (WGUY), **Bangor, Maine,** directed against May 7 action denying WGUY's request for waiver of Sect. 1.354(h) of rules in assigning new file number of its application to change facilities from 1230 kc, 250 w, U to 1250 kc, 5 kw, D. Commissioner Bartley dissented. Announced June 27.

FCC scheduled further hearings for July 11 and July 14 in matter of study of radio and television network broadcasting. Announced June 26.

FCC granted, in part, requests by **Westinghouse Bcstg Co. Inc.**, and **CBS Radio,** division of **Columbia Bcstg System Inc.**, and extended from July 15 to Aug. 15 time for filing comments to further notice of proposed rule making in clear channel proceeding. Announced June 26.

Community Telecasting Corp.; Televiews News Co. Inc.; Midland Bcstg. Co.; Illiway Television Inc.; Moline Television Corp.; Public Service Bcstg Co.; Iowa-Illinois Tele. Co., Moline, Ill.; KSTT Telecasting Co., Davenport, Iowa.—Designated for consolidated hearing 8 applications for new tv stations to operate on ch. 8 (assigned to **Davenport, Iowa, Rock Island-Moline, Ill.**) Chairman Doerfer absent. Announced June 27.

Routine Roundup

ACTIONS ON MOTIONS

By Hearing Examiner Millard F. French on dates shown

Denied petition by Huntington-Montauk Bcstg. Co. Inc., **Huntington, N. Y.**, for continuance of hearing from July 1 to Sept. 3; hearing is continued to a date to be set by subsequent order; scheduled prehearing conference for July 1 in proceeding on fm applications of Huntington-Montauk and The Riverside Church in the City of New York, **New York, N. Y.** Action June 25.

Granted petition by KTAG Associates (KTAG-TV) for leave to amend its application to change ant. location in **Lake Charles-Lafayette, La.**, tv ch. 3 proceeding. Action June 26.

By Hearing Examiner Annie Neal Huntting on June 25

Issued statement and order following first prehearing conference in proceeding on am applications of James W. Miller, **Milford, Conn.**, et al; hearing is scheduled for Sept. 15; witnesses will be heard beginning Sept. 16.

Granted motion by Wabash Valley Bcstg. Corp., and Illiana Telecasting Corp., for continuance of date for exchange of exhibits from July 1 to Sept. 10, for further prehearing conference from July 9 to Sept. 19, and for hearing from July 21 to Sept. 29, in **Terre Haute, Ind.**, tv ch. 2 proceeding.

Granted request of Pasadena Presbyterian Church for change in hour of hearing on am application of Pierce Brooks Bcstg. Corp. (KGIL), **San Fernando, Calif.**; hearing scheduled for July 1 at 10 a.m., is advanced to 9 a.m. on same day.

By FCC

Commission on June 26 granted petition by McKenna & Wilkinson; Dow, Lohnes & Albertson and Haley, Wollenberg & Kenehan, Washington, D. C., law firms representing parties interested in matter of inquiry into impact of community antenna systems, tv translators, tv "satellite" stations, and tv "repeaters" on orderly development of television broadcasting for extension of time from June 27 to July 7 to file comments in the proceeding.

By Chief Hearing Examiner James D. Cunningham on June 24

Granted petition by Belvedere Bcstg. Corp., **Baltimore, Md.**, for dismissal without prejudice of its application and retained in hearing status application of Annapolis Bcstg. Corp., **Annapolis, Md.**, both for new fm stations.

By Hearing Examiner Jay A. Kyle

Granted motion by Electronic Music Co. to continue date of hearing from July 18 to Sept. 29 in proceeding on its fm application and that of WSBC Bcstg. Co., both **Chicago, Ill.**

By Hearing Examiner Charles J. Frederick on June 24

Ordered that the record in proceeding on am applications of Enterprise Bcstg. Co., **Fresno, Calif.**, et al., is reopened and scheduled further prehearing conference for 9:00 a.m., June 30.

By Hearing Examiner Annie Neal Huntting on dates shown

Scheduled prehearing conference for July 17 in proceeding on fm applications of Young People's Church Of The Air Inc., and WJMJ Bcstg. Corp., both **Philadelphia, Pa.** Action June 24.

Issued statement and order following first prehearing conference in proceeding on am applications of Metropolitan Bcstg. Corp., **Royal Oak-Clawson, Mich.**, et al., hearing scheduled for July 24. Action June 25.

By Hearing Examiner Millard F. French on June 24

Ordered that date for exchange of exhibits is continued from June 25 to June 30, prehearing conference from July 1 to July 9 and hearing from July 10 to July 17 in proceeding on am application of Birch Bay Bcstg. Co., **Blaine, Wash.**

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of June 27

WNPT Tuscaloosa, Ala.—Granted acquisition of positive control by **Edna Ruth L. Harris** and **William G. Harris** through purchase of stock from **Mrs. Allie W. Todd.**

WWIS Black River Falls, Wis.—Granted mod. of cp to change ant.-trans. and studio location and make changes in ground system.

KITT San Diego, Calif.—Granted mod. of SCA to make change in frequency from 27.5 kc to sub-channel 67 kc (both simplex and multiplex); waived Sect. 3.293 of rules; condition.

KCMJ Palm Springs, Calif.—Granted request for cancellation of license for auxiliary composite broadcasting trans.

Actions of June 26

KAVI Rocky Ford, Colo.—Granted assignment of license to **Ray J. Williams.**

KDOV Medford, Ore.—Granted assignment of cp to **Medford Bcstrs. Inc.**

Continues on page 92

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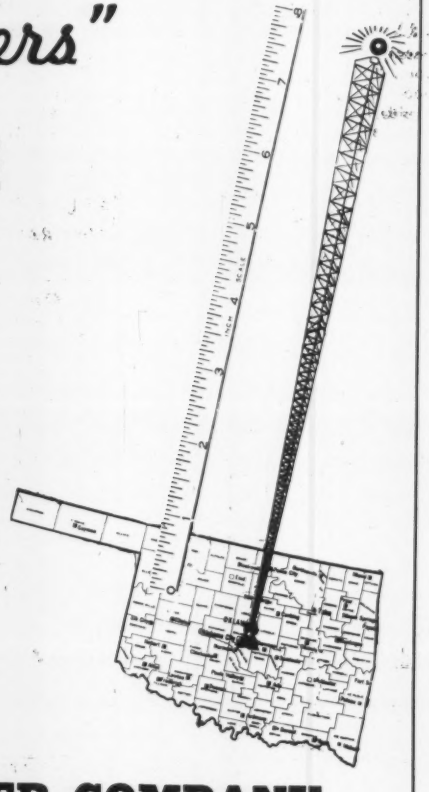

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RADIO

Help Wanted

Management

Wanted, manager and salesman for new 5,000 watt station now under construction in Tuscaloosa, Alabama. Will be fast paced music-news operation. Prefer men from mid-south area. All replies held in confidence. Send background resume and photo to Ed Holladay, WOKK, Meridian, Mississippi.

Sales

Top rated west coast network affiliate looking for young aggressive salesman interested in improving income and future. Send complete resume including experience, sales record, personal history and recent photo to Box 803E, BROADCASTING.

Opportunity plus for salesman that knows he can produce and is willing to prove it in major market with either a straight 20% commission or draw against 15%. Southeast. Box 843E, BROADCASTING.

Sales manager wanted for top station in top New England market. Send reference, complete information, photo, and gross billing last 3 years. Our staff knows about this ad. Box 878E, BROADCASTING.

Iowa station looking for salesman-announcer. Write or call Manager, KAYL, Storm Lake, Iowa.

California top-rated Pulse, 10 kw, fast-growing regional music and news station needs two good salesmen. Commission, generous draw plus benefits. Send resume. KPAY, Chico, California.

Good opportunity for right man. New station serving Augusta, Georgia, market. $75.00 per week plus ten percent commission, other benefits. Send letter and references. Radio Station WGUS, Box 6278, North Augusta, So. Carolina.

Announcers

Local network station desires announcer on or about August 1st. Some experience necessary. Permanent position. Paid vacation, insurance and many other advantages. Apply to Box 703E, BROADCASTING.

I am looking for a top morning man. Eastern market, in a fast growing market. Top pay in the market for top personality. Send tape and background resume. Box 782E, BROADCASTING.

Florida. Need experienced personality pop dj. Above average salary. Promotion minded station. Send tape, background. Box 750E, BROADCASTING.

DJ's with personality!! Opportunity for experienced man with modern radio know-how to be #1 man at swingin' operation in first 30 markets in Great Lakes area. Afternoon spot open at 1,000 watt station that pays 50,000 watt salaries. Lucrative record hop open to man selected. Send tape, data to Box 824E, BROADCASTING. All replies answered. Hurry!!

Want good voice and sincere desire to work and learn for $77.00 week to start. Send tape and full particulars. Box 844E, BROADCASTING.

Wanted! Experienced announcer for radio. Must be sharp dj! Opportunity for television record show . . . send tape, picture and resume. Box 861E, BROADCASTING.

Announcer, morning man, 5 years commercial experience, combo operation. Network affiliate. Major Wisconsin market. $90 week start, raises commensurate with ability to produce. Send audition tape, resume, photo. Box 891E, BROADCASTING.

WPAZ, Pottstown, Pa. needs personality disc jockey. Record hop, talent, salary, profit sharing. Box 898E, BROADCASTING.

Negro dj—southerner only—religious or R&B—America's highest audience rated negro group. Picture, tape, letter Box 903E, BROADCASTING.

Combo man—1st class ticket—Connecticut—independent daytimer. Good opportunity in growing community. Send resume. Box 917E, BROADCASTING.

Announcer—producer for live country shows (no hillbilly) and/or swingin' pop deejay. Top station in midwest two million market. Immediate opening. Write Box 918E, BROADCASTING.

RADIO

Help Wanted—(Cont'd)

Announcers

Minimum two years commercial experience, at new Pittsburgh regional station. Send tape including news, music, commercials. Also include photograph and resume. Box 920E, BROADCASTING.

Personality disc jockey. $10,000.00 year. Midwest—top 40 market, but not a top 40 station. Rush tape, resume, photo. Box 921E, BROADCASTING.

New York state regional 5000 watter wants an experienced announcer. Rush tape, photo, resume. Box 930E, BROADCASTING.

Wanted: young, ambitious dj, capable of doing newscasts . . . with progressive radio station in good Texas market. Good starting salary. Write P.O. Box 1269, San Angelo, Texas . . . Mr. Foster.

Need two top flight announcers at new 5 kw daytime music station. Willing to pay up to $500 a month. Send resume and tapes to KDOV, P. O. Box 869, Medford, Oregon.

Number one station in the market needs air personality with sales experience. Here is an opportunity to make real money in a sportsman's paradise in the great northwest. Rush tape and resume to Gene Riesenn, KLAD, P. O. Box 979, Klamath Falls, Oregon.

Good pay for good salesman-announcer. KPAP, Redding, California.

Looking for staff announcer to fill position of man leaving for the Army. Some experience necessary. Good working conditions, paid vacation, insurance and regular hours. Write WARK, Hagerstown, Md.

Wanted one combo man for 5 kw station. Good voice, no maintenance, no alcoholics. Telephone Carroll Hines, 2080, WHNY, McComb, Mississippi.

Morning personality. We have first opening in our morning schedule in four years and need an experienced, friendly, down to earth personality. Sorry, no "top 40" dj types. 1 kw indie in prosperous 20,000 single station market. Application pending for 5 kw. Include full details, photo, tape in first letter. WMIX, Mt. Vernon, Illinois.

Technical

First phone-combination man—dj specialty—air salesman with voice maturity. Established station, new ownership (midwest). Business excellent, expanding operation. Grow with us. Family man only. Start $430.00. Send resume, tape, photo, references. Box 884E, BROADCASTING.

Chief engineer—Capable engineer who understands directionals, an administrator with production know-how and who is familiar with mobile 156-mc equipment. Contact J. M. Hall, KWBB, Wichita, Kansas.

Production-Programming, Others

Mr. News Director, this ad will run until we find the right man. We need a newsman who gets behind the surface news; who knows what's going on. News in depth is our most important service. Good salary and facilities. Write Box 179E, BROADCASTING.

Metropolitan, top rated independent needs sharp traffic director. Unlimited opportunity. Immediate opening. Rush complete details. Box 802E, BROADCASTING.

Newsman—for No. 1 rated Florida independent in top market. Prefer young, experienced newsman, but will consider outstanding journalism graduate with good voice. Send complete resume and photo, tell all in first letter. References will be scrupulously checked. Box 887E, BROADCASTING.

Program and promotion director—for big Florida independent. Want high-powered heavy weight to join staff of station noted for programming and promotional leadership. Must have outstanding record during long term tenure in previous position. Industry, personal and credit references will be checked in detail. Send resume and photo. Box 888E, BROADCASTING.

RADIO

Help Wanted—(Cont'd)

Production-Programming, Others

Program director, experienced. Florida metropolitan market. Must be creative with audience building ideas, excellent production, good air personality. Must have ability to handle men, make top ratings. Daytime independent, 10,000 watts. Box 938E, BROADCASTING.

RADIO

Situations Wanted

Executive—heavy experience all phases of broadcasting, with emphasis on sales and programming, network and local levels. Fourteen years with leading network. Wishes to relocate outside New York. Seeks top position with progressive station. Aggressive, responsible, hard worker. Reasonable salary requirements for right position. Outstanding references. Box 924E, BROADCASTING.

Management

Manager for medium market. Married, children, 32, impressive appearance, sales management background. Currently account man top rated station one of first eight markets. Box 751E, BROADCASTING.

Sales manager currently with major eastern tv radio operation desires management opening. 10 years of outstanding sales success with current operation, plus the research, promotion and merchandising "know how" necessary to build solid sales. Will gladly invest. Box 852E, BROADCASTING.

Manager-salesman, experienced, successful background, sales, programming, all phases small station operation. Married, family, available August first. Desire relocate west coast. Reasonable income needed. Box 864E, BROADCASTING.

Sold own station. Experienced, sober, radio-tv manager with 1st phone available immediately. Strong on promotions and sales. Family man. Box 904E, BROADCASTING.

Manager—strong on sales—experienced in both local and national fields. Would like small market in eastern states. Salary—percentage based on results produced. Box 909E, BROADCASTING.

Sales

Go-getter, experienced, seeking good potential. Prefer deal including air work. Can run own board. All-around man—what you're looking for. Box 883E, BROADCASTING.

Hard hitting, imaginative young salesman, 5 months experience, wants northeastern market with rep or station. Tremendous potential. Box 926E, BROADCASTING.

Announcers

Terrific sportscaster. Also dj, announcer, news, sales, employed. Experience galore. Box 381E, BROADCASTING.

Experienced up to 50 kw. Versatile negro announcer with first phone. Box 666E, BROADCASTING.

Announcer d.j., negro, capable, competent. Experienced. Good commercial delivery. Tape. Box 728E, BROADCASTING.

Radio. Any broadcasting capacity: Announce, write, strong news, record show, commercials. College graduate, major communications. Capable, serious, hardworking. Draft deferred. Box 753E, BROADCASTING.

Topnotch sportscaster. Former professional athlete, eight years experience. Wants solid sports-minded station anywhere in the country. References from present employer. $7200 minimum. Guaranteed topnotch all sports play-by-play. Box 809E, BROADCASTING.

Experienced staff man, 28, married, college, desires midwest location, preferably within 100 miles of Chicago. Now employed. Box 819E, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Announcers

Announcer, negro, my inexperience your advantage. I'm easy to mold. Box 839E, BROADCASTING.

Experienced announcer, excellent voice seeking permanent position. Prefer metropolitan area. Box 856E, BROADCASTING.

Assistant pd with BS in radio-tv. 1 year experience in production and sales. Box 875E, BROADCASTING.

Negro deejay, good board man, fast patter, smooth production. I'm the one you're looking for. Tape and resume. Box 880E, BROADCASTING.

Personality-dj strong commercials, gimmicks, etc. run own board. Steady, eager to please. Go anywhere. Box 881E, BROADCASTING.

Girl dj announcer. Go anywhere. Ready now. Run own board. Can sell too. Steady, no bad habits. Love to build audiences and grab accounts. Tape and resume. Box 882E, BROADCASTING.

Young, experienced, Florida production minded, dj and salesman wishes to locate in Los Angeles area. College graduate, available around September 10. Tape, resume. Box 886E, BROADCASTING.

Station sold. New owners bringing own staff. Three experienced men available. Two first phones. Box 890E, BROADCASTING.

Experienced, versatile staff announcer, presently employed, seeks move to larger market. Prefer midwest or east. College graduate, 30, single, 3½ years experience. Box 893E, BROADCASTING.

Announcer, dj—Limited experience, good board, 3rd phone, sales experience, married, 2 years college. Available immediately. Box 894E, BROADCASTING.

Have "Gums" . . . will travel. Top morning personality with "witties" for breakfast. 36, 14-year audience-building, sponsor-happy success story. Currently top station, major market. Seeking creative, progressive, adult station with sense of humor that is seeking creative, progressive adult with humor. Also tv 2½ years. Tape, brochure, excellent references. $200. Box 896E, BROADCASTING.

Attention westerners: Versatile staff man 12 years experience, 8 in present market, seeks stable opportunity. Good delivery. Adaptability. Family. Tape. Interview possible. Box 899E, BROADCASTING.

Experienced Boston announcer—dj has first phone, will travel. College. $100 minimum. Box 900E, BROADCASTING.

Play-by-play sportscaster. Football, basketball, baseball, plus other sporting events. Good dj, complete knowledge of traffic. Want permanent employment. Present station dropping sports coverage. Five years radio experience, plus playing knowledge of sports. Age 22. Tape upon request. Available August 15, 1958. Box 901E, BROADCASTING.

Pop dj, mature, first phone, top mail pull, 12 years experience all phases radio desires larger market. Got potential? I'll build an audience! Have been chief. Good on copy. $100 weekly minimum. Directional experience. Box 906E, BROADCASTING.

Top rated dj available now! Fast moving, tight production, 4 years radio and tv staffer, wants bigger market and guarantees results. Tape and resume on request. Box 908E, BROADCASTING.

Deep resonant voiced announcer with working knowledge of the business. Prefer news, dj. Available immediately. Box 910E, BROADCASTING.

New station? First phone—experienced dj, news ed, pd, engineer. Box 911E, BROADCASTING.

Deejay. Newscaster. Michigan, Ohio, Indiana, Illinois, eastern states. Experienced, married, college. Negro. Am "pop" deejay, not negro styled deejay. No accent. Box 912E, BROADCASTING.

I can sell on the air—produce well balanced program, good voice—4 years radio-family-mature-responsible. $110.00. Box 913E, BROADCASTING.

This is for station desiring something more than steady diet of hits. Sure! I play 'em! But have more to offer. Can offer format that stands out: expert music selection; hard sell with sincerity. If you dare to have dj that's different, contact me. Box 915E, BROADCASTING.

Interpretatively announced hourly news. Also commercials. Six month suburban Washington. No board work. $80.00 weekly. Box 919E, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Announcers

Sports, staff announcer play-by-play, 5 years experience, college graduate, 24, married, employed, finest references. Box 927E, BROADCASTING.

3 years experience. Announcer, dj, news, production spots. PD experience. Light selling experience. Box 929E, BROADCASTING.

Negro disc-jockey, seeks position in radio, experienced, college vet, travel. Box 932E, BROADCASTING.

Sports and news, 10 years experience play-by-play football, basketball and baseball. Best references. Box 934E, BROADCASTING.

Announcer-experienced. DJ personality. Good board operator. Frank Collins, 169 Mott Street, N.Y.C., Walker 5-4660 at 5:30 p.m.

Staff announcer with half a year experience desires position in mid-America. Glen Willman, 812 13th Avenue, South, Minneapolis 4, Minn. Federal 2-5827.

Technical

Chief engineer, 20 years experience broadcasting operation, maintenance, construction. Desires chief engineer position in Florida. Age 39. Box 747E, BROADCASTING.

Engineer. 11 years experience. Ham. Western states preferred. No announcing. Box 892E, BROADCASTING.

Engineer, first phone. Eight years all phases including high powered directionals, fm and construction. Desire metropolitan area station with security. Box 916E, BROADCASTING.

8 years radio background from janitor to general manager. 1st phone, construction and maintenance. Wish radio or tv combo work. $100 minimum. Box 937E, BROADCASTING.

Experienced combo-first phone. Prefer southern California. Al Chesser, 11309 Thrace Drive, Whittier, Calif.

Production-Programming, Others

Want top local news coverage? I want challenging opportunity eastern half U.S. 4 years experience, 25, family. Box 879E, BROADCASTING.

My production manager is excellent. Ten years all phases. Superior sportscaster—play-by-play in major conferences. Good programming and public relations. Responsible family man. Deserves better opportunities. Help him! Box 907E, BROADCASTING.

Wanted opportunity as news man-dj-promotion man or combination for Doug Hill, of our staff. Feel he deserves advancement to larger operation. Leaving voluntarily. Available after July 19. Recommend highly. Call or write, KJFJ, Webster City, Iowa, for full enthusiastic details.

TELEVISION

Help Wanted

Management

Assistant manager wanted for Canadian television station located in Moncton, New Brunswick—just three hours from Boston. This an excellent opportunity for the right man, strong in sales and desiring a nice family town to settle in. We want an ambitious man with good knowledge of tv operations, not afraid to shoulder plenty of responsibility and build sales. Good starting salary and liberal incentive with plenty of opportunity to advance. Send resume of background and experience to Fred Lynds, President, Moncton Broadcasting Ltd., Moncton, N. B., Canada.

Sales

Rare opportunity with well established television station for experienced and successful salesman who feels he can make $10,000.00 to $15,000.00 year on 10% commission in mid-southern city, that is in the top fifty markets, where other salesmen are earning these amounts and more. Since our service is an intangible, this sales background will be helpful, though not mandatory. $500.00 monthly guarantee and car service for business purposes. We believe this finest sales opportunity in this above-average city. Write Box 877E, BROADCASTING.

Now working for a national rep? You have a proven sales record, no drinking problems, experience in tv. You want good living and excellent pay in high, cool Colorado Springs. Send picture, all details Robert D. Ellis, KKTV, Colorado Springs, Colo.

Now working for a midwest tv station? You have a proven sales record, no drinking problems, experience in tv. You want good living and excellent pay in high, cool Colorado Springs. Send picture, all details Robert D. Ellis, KKTV, Colorado Springs, Colo.

TELEVISION

Help Wanted—(Cont'd)

Sales

Now working for an eastern tv station? You have a proven sales record, no drinking problems, experience in tv. You want good living and excellent pay in high, cool Colorado Springs. Send picture, all details Robert D. Ellis, KKTV, Colorado Springs, Colo.

Now working for a southern tv station? You have a proven sales record, no drinking problems, experience in tv. You want good living and excellent pay in high, cool Colorado Springs. Send picture, all details Robert D. Ellis, KKTV, Colorado Springs, Colo.

Now working for a western tv station? You have a proven sales record, no drinking problems, experience in tv. You want good living and excellent pay in high, cool Colorado Springs. Send picture, all details Robert D. Ellis, KKTV, Colorado Springs, Colo.

Announcers

Immediate opening, southeastern full power vhf, major market, excellent living and working conditions. Only qualified persons need apply . . . permanent position with opportunity for advancement . . . send photo, tape and resume with initial reply. Box 790E, BROADCASTING.

Technical

Experienced engineer. All-around man on studio and transmitter capable of becoming technical director of medium market, mid-south full-power vhf. Box 171E, BROADCASTING.

TV technician first class. Closed circuit experience. Send resume and references to: Personnel Office, University of Maryland, College Park, Md.

Production-Programming, Others

Prominent tv station accepting applications for head of tv continuity department. Commercial tv continuity required. Forward copy samples and complete resume with picture and salary requirements to Steve Briggs, Program Manager, WISH-TV, 1440 North Meridian St., Indianapolis 2, Indiana.

TELEVISION

Situations Wanted

Sales

Know tv production inside out? Former PD. 1st phone. Wide sales experience. Family man wants tv management or sales position with future. Box 905E, BROADCASTING.

Announcers

Radio background, one year commercial tv. Booth, on-camera commercial and news. Prefer middle or southwest. Age, 26. Tape and photo on request. Box 897E, BROADCASTING.

Opportunity embryonic station. Excellent appearance news delivery. Six months radio suburban Washington. Box 925E, BROADCASTING.

7 years radio experience. Four in news. Married. 2 years college. Desire tv opening. Box 928E, BROADCASTING.

Technical

Broadcast technician with 1st phone. TV workshop graduate, desires position in television or radio. Service background in electroncis. Box 931E, BROADCASTING.

Technician fully versed studio equipment and operations. Completes training September. Position desired, any location. 24, married, veteran, ambitious, dependable. Robert Malter, Box 936E, BROADCASTING.

Production-Programming, Others

Director-writer-announcer, tv and radio. Also newscaster-dj-combo. Engineering background qualifies as announcer-director-switcher. Top NBC-CBS shows. Family man. Relocate for desirable position. Box 885E, BROADCASTING.

Sports director: Eleven years play-by-play college-high school football, basketball. 9 years class B baseball. 14 years radio, 3rd year tv sports shows, football films, panel-variety shows. Desire radio-tv sports. Excellent references. Box 895E, BROADCASTING.

Producer-director-announcer, 6 years radio-tv. B.A., high school teacher 3 years. Steady, sober, family man, one child. Box 922E, BROADCASTING.

Make more profits? Tv grad—B.F.A., M.A. Young w/3 years tv production experience. 5 years writing: Adv., prom., PR. Trained practically. Can make you more profits! Box 5092, N. Lansing Station, Lansing, Michigan.

FOR SALE

Stations

Major market highly rated station $350,000.00 29% down, must prove financial reliability before property will be revealed. Box 846E, BROADCASTING.

Midwest two am station market. City pop. 45,000. Local, unlimited, excellent potential. On air 10 years. Good sports background, good personnel. Remote trans operations. $78,000 with 29% down. Proper collateral for balance. No brokers. Box 876E, BROADCASTING.

Profitable full-time station in mid-west city of 18,000. Gross earnings approximately $50,000 annually for present owner. Will sell for $220,000 including real estate and buildings. Down payment of $65,000 with balance over seven years. A good station in a good market. Full details to qualified buyer. Box 902E, BROADCASTING.

Southeast metropolitan market, $225,000, terms; Carolina medium market, $75,000 terms; Virginia large and small markets, prices range $100,000 to $39,750 terms. Chapman Company, 1182 West Peachtree, Atlanta.

Waiting buyers, listings wanted. Hollingsworth Co., Inc., "Guess The Lucky Secret Word." Program. 514 Hempstead Ave. W. Hempstead, N. Y.

Southwest, small market stations, $10,000 and $15,000 down payments. Chapman Company, 1182 West Peachtree, Atlanta; or 33 West Micheltorena, Santa Barbara, Calif.

Norman & Norman, Inc., 510 Security Bldg., Davenport, Iowa. **Sales, purchases, appraisals, handled with care and discretion. Experienced. Former radio and television owners and operators.**

Eastern shore area station, $48,000, terms. Middle Atlantic major market station, $275,000, terms. Chapman Company, 17 East 48th Street, New York.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States, Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, Calif.

Florida medium market station, $225,000 total, $100,000 cash. Chapman Company, 1182 West Peachtree, Atlanta.

Equipment

Ike chain new G-E iconoscope film channel, complete model 4PE5C. Very reasonable. Box 794E, BROADCASTING.

A complete mobile station for $125. May also be used as base station. Motorola transmitter, receiver, control head, mike, control and battery cables and antenna. Units in good working condition. Box 933E, BROADCASTING.

For sale—Gates "Auto-Station." Complete production and automatic playback units. One year old. Perfect condition. Original cost $6,000.00. Sale caused by programming revision following change of ownership. WBLG, Box 1417, Lexington, Kentucky.

1—3 Rev Federal (fm) transmitter with Andrew antenna with tubes (like new, in good condition) 1—G. E. frequency and modulation monitor (fm). 1—Gates RF amplifier and power supply (fm). 1—Gates remote control RDC-10 complete. (like new). Contact: William Emert, Radio Station WPHB, Philipsburg, Pa. or phone Dickens 2-2300.

Transmission line and accessories, dismantled. 600' of 3 1/8" type 562 line, 8—90° elbows, 3—45° elbows, necessary adaptors to reduce to 1 5/8" or 7/8" line. Write: Route #2, Box 270B, Menomonee Falls, Wis. or call Menomonee Falls 5881.

Commercial crystals and new or replacement crystals for RCA, Gates, W.E. and Bliley holders; regrinding, repair, etc. Also am monitor service. Nationwide unsolicited testimonials praise our products and one day service. Eidson Electronic Co., PR 3-3901, Temple, Texas.

Complete uhf transmitter, former channel 67, Dumont, 5 kw visual, 3kw aural transmitters, control console, picture monitor, LV power supply, A power supply, waveform monitor, stabilizing amplifier, remote control panel, two Universal consoles, video switch unit, audio mixing panel, coax cables, transmission lines, miter elbows, 410 ft. aluminum wave guide, Hewlett-Packard frequency monitoring with aural frequency, Aural modulating meter, video frequency, RCA uhf load and watt meter, uhf diplexer, receiver rf head, receiver control unit, Trane heat exchanger, Raytheon tv microwave relay, 2 voltage regulators, full set spare tubes, many parts. Price in one package $37,500. Replacement value over $200,000. Everything necessary for live, film and network operation. Dismantled and in like-new condition. Inventory upon request. Subject to prior sale. May be inspected any time. Our No. 0274. May Brothers, Binghamton, N. Y.

FOR SALE—(Cont'd)

Equipment

204' Ideco self-supporting tower. Dismantled, repainted. $3,250. Box 748, Rapid City, South Dakota.

Federal 101-C field set and vibrator supply. Good condition. The Storz Stations, 820 Kilpatrick Bldg., Omaha 2, Nebraska.

Television monitors—broadcast and industrial—cabinet, rack, custom chassis models—8"-$195.00; 14"-$215.00; 17"-$219.00; 21"-$259.00. Write Miratel, Inc., 1080 Dionne St., St. Paul 13, Minn.

WANTED TO BUY

Stations

Looking: Prefer mid-Atlantic or northeast. Under $100,000. Box 807E, BROADCASTING.

Financially responsible party wants to purchase large or small market station in one of the following states—West Virginia, Virginia, North Carolina, South Carolina, Georgia or Alabama. Will deal with individual or broker. Rush all replies to Box 914E, BROADCASTING.

Sizeable cash to purchase local or regional station showing profitable statement. Must be 150 mile radius of Washington, D. C. Active participation considered for station in need of additional capitalization. Box 923E, BROADCASTING.

Established station owner metropolitan Chicago area is interested in acquiring an additional radio station. Responsible principles or representative may submit replies in strict mutual confidence. Call or write Angus D. Pfaff, Station WNMP, Evanston, Illinois.

Individual wishes to purchase or lease station in medium or small market. All replies confidential. 217-18 Frank Nelson Building, Birmingham, Alabama.

Equipment

1 kw fm transmitter and multiplex audio equipment for background music service. Also fm 7.3 antenna, either side mount or top mount. Please list equipment by make and model number, age, condition, and price. Reply Box 820E, BROADCASTING.

Wanted—TV kinescope equipment. Cameras, power supply etc. Box 858E, BROADCASTING.

Line level . . . 891 R tubes, fittings for same . . . new or used . . . Call or write Radio 860 XEMO, San Diego 12, California, Cypress 860-14.

Used portable field intensity meter. Write to: Clarence Ausham, P. O. Box 624, Pipestone, Minn.

Wanted: T-V cameras and accessories. Gene O'Fallon & Sons, Industrial T-V Specialists, 639 Grant Street, Denver 3.

MISCELLANEOUS

Bingo Time U.S.A. printers of personalized bingo type game sheets for radio and television programs. We also distribute ½ hr. bingo type film series, mc'd by popular film personalities. P.O. Box 1871, Hollywood 28, Calif. Tel: Hollywood 2-4038.

BUSINESS OPPORTUNITY

Manager wanted willing to invest $30,000.00 in profitable Florida station and operate. Confidential. Box 845E, BROADCASTING.

INSTRUCTION

F.C.C. first phone preparation by correspondence or in residence classes. Our schools are located in Washington, Hollywood, and Seattle. For details, write: Grantham School, Desk 2, 821—19th Street, N. W., Washington, D. C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

Since 1946. The original course for FCC 1st phone license. 5 to 6 weeks. Reservations required. Enrolling now for classes starting September 3, October 29. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

RADIO

Situations Wanted

Announcers

NEED A D. J.?

B. C. A. Placement Service has them . . . with and without experience. All eager to please and make you money! Best trained anywhere, run own boards. No prima donnas. Thoroughly screened. Write or wire collect immediately:

Milt Stillman, Placement Service
Broadcast Coaching Associates
1639 Broadway, Capitol Theatre Bldg.
N. Y. C. 19, N. Y.
JUdson 6-1918. No charge for either party.

TELEVISION

Help Wanted

Sales

SALES OPPORTUNITY

WWTV, Cadillac, Michigan has an outstanding sales opportunity for an aggressive, high caliber young man in one of its regional offices. The present salesman is making $10,000 a year and is going to Colorado for personal reasons. You will take over all of his accounts. If you are interested in becoming a part of a growing, thriving community in a single station market, please contact Gene Ellerman, Station Manager, WWTV, Cadillac, Michigan.

DON'T FREEZE! MIGRATE NOW!
BUSH LEAGUERS! BIG CITYITES!

Live in one of the nation's largest entertainment centers and better yourself by joining a staff of idea men, creative thinkers whose greatest ambition is self-improvement. We didn't invent radio but a lot of people think we did. If you think you sound great, prove it. Airmail—special full resume including a tight, bright, fast-paced news and music aircheck with a smile in it. The South's leading 50,000 watt Top Fifty Independent is interested in you. Hurry info and tape to

Bob Connell, Program Director
WNOE, New Orleans.

TELEVISION

Help Wanted

Announcers

NEWSMAN—FLORIDA TV

Top TV station in principal Florida market wants qualified newsman. Must have TV news background, be capable of on-the-air work for major newscast. Ours is a large and solid news operation. We offer good pay for the right man. Send full background, including salaries, references and SOF sample of news delivery (if not, photo and tape) date of availability to—News Director, WTVT, Tampa, Florida.

TELEVISION

Situations Wanted

Production-Programming, Others

Young program and administrative executive desires program directorship of progressive TV station. Extensive background with networks and major market stations includes

- ☆ creative programming and production
- ☆ film purchasing
- ☆ personnel supervision
- ☆ budgeting
- ☆ labor relations
- ☆ sales coordination

Excellent industry references.

Box 935E, BROADCASTING

FOR SALE

Stations

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS—ESTABLISHED 1946

NEGOTIATIONS MANAGEMENT
APPRAISALS FINANCING

HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

Equipment

TAPE RECORDERS
All Professional Makes
New—Used—Trades
Supplies—Parts—Accessories
STEFFEN ELECTRO ART CO.
4401 W. North Avenue
Milwaukee 8, Wisc.
Uptown 1-8150 TWX: MI-193
America's Tape Recorder Specialists

EMPLOYMENT SERVICES

RADIO—TV—ADVERTISING PLACEMENT SERVICE
Relocate in the Progressive South
FLORIDA—GEORGIA—TENNESSEE—NORTH AND SOUTH CAROLINA—ALABAMA

- Copy writers
- Announcers
- Technicians
- TV Production
- Salesmen
- Artists

PROFESSIONAL PLACEMENT
458 PEACHTREE ARCADE
ATLANTA, GEORGIA

FOR THE RECORD *continues from page 88*

KBEN Carrizo Springs, Tex.—Granted assignment of license from **Walter H. Herbort, Jr.**, and **Roy W. Herbort**, d/b as Radio Station KBEN to **Walter H. Herbort Jr.**

WSFM Birmingham, Ala.—Granted license for fm station.

KTWR Tacoma, Wash.—Granted license for fm station.

KRRC Portland, Ore.—Granted license for non-commercial educational fm station.

Granted licenses for following am stations: **WESY Leland, Miss.**; **WMDF Mount Dora, Fla.**, conditions; **KOWN Escondido, Calif.**; **WPCC Clinton, S. C.**

WCPM Cambridge, Ky. — Granted license covering changes in facilities and installation of new trans.

KGAK Gallup, N. M.—Granted license covering installation of new trans. (composite) as aux. trans. at present main trans. site using DA-N; remote control permitted while using nondirectional ant.

WNKY Neon, Ky.—Granted license covering change in facilities and installation of new trans.

WCHB Inkster, Mich.—Granted license covering increase in power, installation new trans. and make changes in DA pattern.

KEYZ Williston, N. D.—Granted license covering changes in facilities, change ant.-trans. and studio location, installation DA-N, make changes in ground system and installation new trans.

KTOK Oklahoma City, Okla.—Granted license covering installation of new main trans.

KRCC Colorado Springs, Colo.—Granted license covering installation of new type ant.

WMAM Marienette, Wis.—Granted cp to install new type trans.

WKNY Kingston, N. Y.—Granted cp to use old main trans. as alternate main trans. at present location of main trans.; remote control permitted and license to cover.

KDOV Medford, Ore.—Granted mod. of cp to make changes in ant. system (increase height) and change type of trans.

WKFM Chicago, Ill.—Granted authority to operate with reduced power of 40 kw pending installation of new ant. for period ending Sept. 25.

KELS Nacogdoches, Tex.—Granted authority to remain silent for period of 60 days for installation of equipment for Station KTES (TV) in trans. building.

KTXC Big Spring, Tex.—Granted extension of authority to remain silent pending approval of application for transfer of ownership for period ending Aug. 2.

KFGQ-AM-FM Boone, Iowa—Granted authority to remain silent all day July 4 and Labor Day so staff may have picnics.

WETO Gadsden, Ala.—Granted authority to sign-off 6 p.m. CST, during July and Aug.

WBEC-FM Pittsfield, Mass.—Granted authority to remain silent for additional 90 day period to and including Oct. 1.

Following stations were granted extensions of completion dates as shown: WICS (TV) Springfield, Ill. to 10-1 and KTAG-TV Lake Charles La. to 1-9-59.

Actions of June 25

WKTX Atlantic Beach, Fla.—Granted license for am station; condition.

KPRC Houston, Tex.—Granted license covering change of ant.-trans. location, make changes in nighttime directional ant. (one additional tower and change height) and ground system and change type trans.

WHLN Harlan, Ky.—Granted license covering changes in facilities, change ant.-trans. location, make changes in ant. and ground system, installation new trans.; remote control permitted; condition.

KITT(FM) San Diego, Calif.—Granted license covering change of frequency from 104.7 mc to 105.3 mc; remote control permitted.

WTIX New Orleans, La.—Granted cp to install new trans. as aux. trans. at present location of main trans, DA-2.

KTKN Ketchikan, Alaska—Remote control permitted.

Actions of June 23

KLOV Loveland, Colo.—Granted assignment of license to **William R. Vogel**, et al., d/b as **Loveland Bcstrs.**

KOZI Chelan, Wash.—Granted acquisition of positive control by **Stuart S. Maus** through purchase of stock from **Mark A. Sorley.**

WARE Ware, Mass.—Granted acquisition of positive control by **Sherwood J. Tarlow** through sale of stock by **Bertram Roberts** to licensee corporation.

KTBS-TV Shreveport, La.—Granted license covering changes in tv station.

KTWO-TV Casper, Wyo.—Granted license for tv station and redescribe trans. location; ERP visual 28.5 kw, aural 14.1 kw, ant. height 1400 ft.

KETC St. Louis, Mo.—Granted license for noncommercial educational tv station.

WKAQ-FM San Juan, P. R.—Remote control permitted.

WSRV Carbondale, Ill.—Remote control permitted.

License Renewals

FCC granted renewal of following station licenses (Commissioner Lee absent):

KRUS Ruston, La.; **KLCN, KLCN-FM Blytheville, Ark.**; **KTLO Mountain Home, Ark.**; **KUOA, KUOA-FM Siloam Springs, Ark.**; **WCLD Cleveland, Miss.**; **WMPA Aberdeen, Miss.**; **KTLD Tallulah, La.**; **KUZN West Monroe. La.**; **WSGA Savannah, Ga.**; **WTJU Charlottesville, Va.**; **WTIX New Orleans, La.**; **WMIT-FM Clingman's Peak, N. C.**; **K8OAE Tucumcari, N. M.**; **K8OAA Center, Colo.**; **K71AC Farmington, N. M.**; **K75AC Farmington, N. M.**; **W79AA Claremont, N. H.**; **K82AC Romeo, Manassa & LeJara, Colo.**; **WJXN Jackson, Miss.**; **WMAG Forest, Miss.**; **WTUP Tupelo, Miss.**; **WCJU Columbia, Miss.**; **WGEA Geneva, Ala.**; **WNPS New Orleans, La.**

UPCOMING

July

July 7-19: Summer Educational Television Workshop. College of the Pacific, Stockton, Calif.
July 19: Conference on Tv for Women in Home Economics, Business and Education, UCLA Los Angeles.
July 21-25: National Assn. of Educational Broadcasters, seminar, Allerton House, Monticello, Ill.
July 27-29: South Carolina Broadcasters Assn., Holiday Lodge Hotel, Myrtle Beach.

August

Aug. 1-2: Oklahoma Broadcasters Assn., Lake Texhoma Lodge, Lake Texhoma.
Aug. 4-23: Summer Tv Workshop, College of Communication Arts and WKAR-TV, Michigan State University, East Lansing.
Aug. 13-16: Affiliated Advertising Agencies Network, annual international meeting, Lord Baltimore Hotel, Baltimore.
Aug. 19-22: Western Electronic Show and Convention, Pan Pacific Auditorium, Los Angeles.
Aug. 24-Sept. 4: National Assn. of Educational Broadcasters, tv instruction conference, Purdue U., Lafayette, Ind.
Aug. 26-27: Georgia Broadcasters Assn., St. Simons.

September

Sept. 4-5: RAB Regional Management Conference, Ponte Vedra Inn, Ponte Vedra Beach, Fla.
Sept. 5-6: Texas AP Broadcasters Assn., Roosevelt Hotel, Waco.
Sept. 5-7: West Virginia Broadcasters Assn., Greenbrier Hotel, White Sulphur Springs.
Sept. 8-9: RAB Regional Management Conference, Rickey's Studio Inn, Palo Alto, Calif.
Sept. 9-11: Idaho Broadcasters Assn., Washington Hotel, Weiser.
Sept. 11-12: RAB Regional Management Conference, Western Hills Lodge, Sequoyah State Park, Okla.
Sept. 15-16: RAB Regional Management Conference, The Greenbrier, White Sulphur Springs, W. Va.
Sept. 19-21: International Sight & Sound Exposition's seventh annual High Fidelity Show and Music Festival, Palmer House, Chicago.
Sept. 21-24: L'Assn. Canadienne de la Radio et de la Television de Langue Francaise, Alpine Inn, Ste. Marguerite, Que.
Sept. 22-23: Louisiana Assn. of Broadcasters, Townhouse Motel, Lafayette.
Sept. 22-23: RAB Regional Management Conference, Hotel Morain-on-the-Lake, Highland Park, Ill.
Sept. 25-26: RAB Regional Management Conference, St. Clair Inn & Country Club, St. Clair, Mich.
Sept. 26-27: Mississippi Broadcasters Assn. Management Conference, U. of Mississippi, University.
Sept. 29-30: RAB Regional Management Conference, Princeton Inn, Princeton, N. J.

October

Oct. 5-6: Texas Association of Broadcasters, fall conference, Texas Hotel, Fort Worth.
Oct. 5-7: Central Canada Broadcasters Assn., Alpine Inn, Ste. Marguerite, Que.
Oct. 8-10: IRE Canadian convention, Exhibition Park, Toronto.
Oct. 12-15: Western Region, American Assn. of Advertising Agencies, annual convention, El Mirador Hotel, Palm Springs, Calif.
Oct. 13-15: National Electronics Conference, Hotel Sherman, Chicago.
Oct. 16-18: Missouri Broadcasters Assn., St. Louis.
Oct. 28-29: Central Canada Broadcasters Assn. Westbury Hotel, Toronto, Ont.

NAB FALL CONFERENCES

Sept. 18-19, Buena Vista Hotel, Biloxi, Miss.
Sept. 22-23, Okla. Biltmore, Oklahoma City, Okla.
Sept. 25-26, Challenger Inn, Sun Valley, Idaho.
Sept. 29-30, Mark Hopkins Hotel, San Francisco.
Oct. 13-14, Schroeder Hotel, Milwaukee.
Oct. 16-17, Radisson Hotel, Minneapolis.
Oct. 20-21, Somerset Hotel, Boston.
Oct. 23-24, Shoreham Hotel, Washington, D. C.

PEOPLE

A WEEKLY REPORT OF FATES AND FORTUNES

ADVERTISERS & AGENCIES

WILLIAM C. EDWARDS, v.p. and manager, Chicago office of D'Arcy Adv., named to board of directors.

LEROY J. WALLACE, v.p.-treasurer, Goebel Brewing Co., Detroit, elected executive v.p.-general manager. **EDWIN J. ANDERSON,** president, Goebel Brewing, retiring to become full-time president of professional Detroit Lions (football). Mr. Anderson also elected chairman of board of Goebel.

ROBERT H. EPPLER, account supervisor on Edsel and Minneapolis-Honeywell accounts, and **GOODWIN ALARIK,** in similar capacity on Hallmark Inc. and First National Bank of Chicago, elected v.p.'s at Foote, Cone & Belding, Chicago.

MR. BRANDSON

ROBERT E. BRANDSON, account supervisor, Charles Bowes Adv. Inc., L.A., named v.p. and executive committee member. Mr. Brandson formerly was advertising manager, Hancock Oil Co. and regional sales manager, Brea Chemicals Inc.

G. BOWMAN KREER, formerly co-manager of Chicago office of Campbell-Mithun, to Clinton E. Frank, Chicago, as v.p. and marketing services director.

JOHN S. WIGGINS, formerly v.p. and account executive, H. W. Kastor & Sons Adv., Chicago, to Herbert Baker Adv., Chicago, as v.p. in charge of marketing.

JOHN P. McELROY announces resignation as v.p. and account supervisor (Carling's beer, other accounts) at Edward H. Weiss & Co., Chicago.

HENRY W. PETERSON and **HARRY G. FLETCHER,** formerly v.p. and art director, respectively, for Harrington, Richards & Morgan, S.F., appointed contact-creative v.p. and art director, respectively, for Honig-Cooper, Harrington & Miner, S.F. **ROBERT E. AKEY,** HCH&M account executive, promoted to v.p.

CURTIS KENT, formerly with sales promotion staff of McKesson & Robbins, to Eversharp Inc., N. Y., as sales promotion manager.

WALTER G. MITCHELL, formerly with Royal McBee Corp. as marketing specialist, appointed director of research for Fuller & Smith & Ross, N. Y., replacing **DR. W. C. DAVIS,** who has resigned as v.p. and director of research.

WILLIAM R. SETH, program plans director, MacManus, John & Adams, N. Y., to program supervisor, Lennen & Newell, N. Y.

RICHARD E. GOEBEL, account supervisor, Compton Adv., S.F., promoted to manager of S.F. division. He will continue to supervise agency's accounts.

HARRY F. BRIAN, v.p., VanSant, Dugdale Co., Baltimore, named creative director.

PETER G. ROTKO, sales training and promotion director, Carpet Institute Inc., N. Y., to advertising-sales promotion staff, Textile Fibers Dept., Union Carbide Corp., N. Y.

MARY MARGARET MULLINS, formerly with Compton Adv., BBDO and Shell Oil Co., joins publicity department at William Esty Co., N. Y.

COLLEEN HOEFER, personal press representative for **DAVE GARROWAY** and before that Associated Press editor in Chicago and Milwaukee bureaus, to Ted Bates & Co., N. Y., press department.

LARRY A. RUSSELL, formerly with Hixson & Jorgenson, S.F., has joined Prescolite Mfg. Corp., Berkeley, Calif.

FILM

HASKEL MARSHAL, formerly representative, Alexander International Div., Alexander Film Co., Colorado Springs, Colo., appointed resident v.p. for Puerto Rico and Caribbean, with offices at Edificio El Imparcial, Calle Comercio 450, San Juan.

FREDERIC W. ZIV, chairman of board, Ziv Television Programs, Cincinnati, Ohio, appointed finance chairman of film programs industry for U. S. Committee for United Nations.

LEO SEICSHNAYDRE, branch manager in New Orleans, Republic Pictures Inc., appointed to Cinema-Vue Corp., N. Y., as New Orleans branch manager.

ROBERT DRUCKER, formerly v.p. for Klaeger Films, N. Y., has joined tv commercial and industrial division of MGM-TV as executive commercial producer at Culver City, Calif., studios.

VISITING members of American Women in Radio & Television met Vice President Richard M. Nixon on a three-day junket to the capital last month. With him at a Mayflower Hotel reception: Nena Badenoch (l), National Society for Crippled Children and Adults Inc., Chicago, national president of AWRT, and Patti Searight, program director, WTOP Washington, president of the capital chapter of the organization. Some 80 chapter presidents came from seaboard states for a weekend of touring and parties hosted by the Washington Hotel Assn. in cooperation with the Summer Jubilee committee of the Washington Convention and Visitor's Bureau.

NETWORKS

ROBERT TROUT, CBS Radio, added to team of newscasters for network's *Hertz World and Business News* series sponsored by Hertz Rent-A-Car System.

LEONARD SPINRAD, former editor and publisher of weekly communication industries newsletter, *The Spinrad Report,* to executive editor staff of CBS-TV Press Information Dept. He also will function as active director of information for CBS Labs.

VINCENT PRICE signed as host for ABC-TV's *ESP* series, which debuts July 11.

EDGAR ALLAN JONES JR., presiding judge of ABC-TV's *Traffic Court,* named professor of law at UCLA. For past year he has been assistant dean of UCLA's law school.

STATIONS

R. W. (DICK) CHAPIN joins Stuart stations as executive v.p.-general manager of KFOR Lincoln, Neb.; KMNS Sioux City, Iowa, and KRGI Grand Island, Neb. **BOB McKUNE** named KRGI station manager; **JAN DELLINGER,** formerly manager of KGFW Kearney, Neb., joins KMNS as manager. **ROGER LARSON,** formerly assistant general manager, KFOR, promoted to station manager.

MR. REGAN

BOB REGAN, v.p. in charge of programming, KGB San Diego, takes on additional duties as station manager. Mr. Regan has been active in San Diego broadcasting 12 years.

HARRY BULOW, account executive, KFMB-TV San Diego, Calif., resigns to join XEMO Tijuana as general sales manager. **JOHN RIDENOUR,** formerly of WNBQ Chicago, and **PAT WALDEN,** with KCBQ San Diego, appointed KFMB-TV account executives.

MR. WIEGAND

ROBERT C. WIEGAND, assistant general manager, WTVN-TV Columbus, Ohio, to WKYT-TV Lexington, Ky., as general manager. Mr. Wiegand began his six-year association with WTVN-TV in 1952.

MOLLY LOW joins KGFJ Los Angeles as sales manager.

SAMUEL F. JACKSON, tv sales department, Avery-Knodel, joins WMBD-TV Peoria, Ill., as national sales manager.

ROBERT KEARNS, announcer and salesman, WIBW Topeka, Kan., promoted to local sales manager, replacing **CHARLES LOGAS,** resigned.

CHARLES PARKER, account executive, WDRC Hartford, Conn., appointed production manager. Mr. Parker has been with WDRC since 1944.

CHARLES K. CHRISMON, with WHBG Harrisonburg, Va., to WHOO Orlando, Fla., as chief engineer.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE.

☐ 52 weekly issues of BROADCASTING $ 7.00
☐ 52 weekly issues and Yearbook Number 11.00
☐ Enclosed ☐ Bill

name *title/position**
company name
address
city *zone* *state*
Please send to home address — —

* Occupation Required

MR. MADSEN

ARCH MADSEN, formerly general manager of *Sponsor* magazine and before that director of membership and station services for Radio Advertising Bureau, appointed assistant to v.p. and general manager of WLS Chicago [STATIONS, June 30].

DON YOUNG, public relations manager, Wilson & Co., to WBBM Chicago as sales promotion manager, succeeding **HARRY WILBUR,** resigned.

MARVIN SCHULMAN, KCOP Los Angeles, promoted to engineer in charge of maintenance and remote facilities.

BRYAN WEBB, news director, WTSP St. Petersburg, to WSUN-AM-TV St. Petersburg in same capacity. **CHARLES FULLER,** news director, WFLA-TV Tampa, to WSUN to host *Sunup* program. **DICK DEASON** promoted to program director at WYDE Birmingham; **DANNY MARTIN** to sales promotion and merchandising director, and **JOSH HARDING** named new midnight to 6 a.m. personality.

GENE BLAINE named program director, WAKE Atlanta, replacing **BILL JONES,** who has been appointed director of programming, KYA San Francisco. **BOB BRISENDINE** appointed WAKE news chief.

JOHN SCOTT named program director, and **GEORGE BERKELEY** news director of WILD Boston.

NEIL UPCHURCH, staff director, KTRK-TV Houston, Tex., to Army Educational Television Branch, Fort Gordon, Ga., as civilian program-production director.

WILLIAM WELLER, account executive, KNX Los Angeles and with CBS Radio network sales department, appointed marketing representative.

ART ROBERTS, formerly with WCUE Akron, Ohio, joins WKBW Buffalo, N. Y., as d.j. **RUSS SYRACUSE,** program director-d.j., WNDR Syracuse, N. Y., to WKBW as d.j.

HAL WILLARD, formerly radio-tv personality, WKJG-TV Fort Wayne, Ind., to WPRW Manassas, Va., as staff announcer.

JOHN BABCOCK, news director, KDAY Santa Monica, Calif., named to KFWB Los Angeles news bureau staff for summer months. **LEONARD G. HAYDEN,** technical supervisor of KFWB, appointed chief engineer.

FRANCIS HOEY, formerly with Connecticut General Insurance Co., Pittsburgh, and **GUY KEENY,** with *St. Petersburg Times,* appointed sales representatives, WSUN-TV St. Petersburg, Fla.

GRACE MADELON FRAME, program conductor of *Golden Thoughts,* WSUN St. Petersburg, Fla., resigned on silver anniversary of program.

FRANK McCALL, formerly with NBC Press in N. Y., and **AL ANDERSON,** formerly with KTRH Houston, Tex., to news staff of WOAI-AM-TV San Antonio, Tex.

BILL GAILMOR, WPEN Philadelphia news editor, returns in mid-July from six-week, 20-nation European tour where he gathered reports and interviews.

WALTER DEAN WELLS JR., 20, announcer, WBIG Greensboro, N. C., was killed June 26 in automobile accident.

REPRESENTATIVES

MR. SERRAO

JOHN A. SERRAO promoted to tv sales manager of Peters, Griffin, Woodward Inc. in L.A. and **JOSEPH L. SCANLAN** to tv sales manager in S.F. Mr. Serrao has been PGW account executive in L.A. and Mr. Scanlan has been serving in similar capacity for company in S.F. **JAMES K. FRANCIS** has joined Los Angeles office, leaving his post with CBS as sales service manager for the Columbia Pacific Network, and **MARTIN F. CONNOLLY,** tv account executive in Los Angeles, is transferring to PGW San Francisco office in same capacity.

MR. SCANLAN

BILL SCHARTON, formerly general manager of KIOA Des Moines, Iowa, and **JOSEPH LUTZKE,** formerly on WMAQ Chicago sales staff, to NBC Radio Spot Sales, Chicago, central division.

MANUFACTURING

C. J. GENTRY, radio field sales manager, Motorola, Chicago, to national car radio sales manager. **J. B. ANGER,** formerly national sales manager of Motorola's radio-phonograph division, appointed merchandise manager of Zenith Radio Corp.

DR. MANFRED MANNHEIMER, formerly associated with government missile program, appointed to Astron Corp., Newark, N. J., engineering staff.

PERSONNEL RELATIONS

STUART W. PHELPS, NBC director, and **RONALD BACON,** ABC director, elected to national board posts of Hollywood Local of Radio & Tv Directors Guild.

EARLE F. BRADLEY JR., promotion director, *Radio-Tv Life* magazine, L. A., to account executive in Los Angeles office of Milburn McCarty Assoc., public relations firm, N. Y. He will work on R. J. Reynolds and Colgate-Palmolive sponsored tv programs originating from Hollywood.

TRADE ASSNS.

HARRY VAN SLYCKE, news director, KITE San Antonio, Tex., elected president UP Broadcasters Assn. of Texas.

LEONARD B. ELLIOTT, account executive, Animatic Productions Inc., N. Y., elected president of Assn. of Advertising Men & Women for 1958-59. He succeeds **ROBERT A. MURPHY,** Bureau of Advertising, American Newspaper Publishers Assn.

FRANK E. SCHOOLEY, broadcasting director at U. of Illinois, Champaign-Urbana, elected president of National Assn. of Educational Broadcasters. Mr. Schooley, who previously served in that capacity in 1944-45 and 1955-56, fills unexpired term of **DR. BURTON PAULU,** radio-tv director, U. of Minnesota, now studying abroad, until Jan. 1, 1959.

EDUCATION

DR. WILLIAM STEPHENSON, psychologist and marketing research consultant, appointed distinguished research professor of advertising, U. of Missouri School of Journalism, effective Sept. 1.

INTERNATIONAL

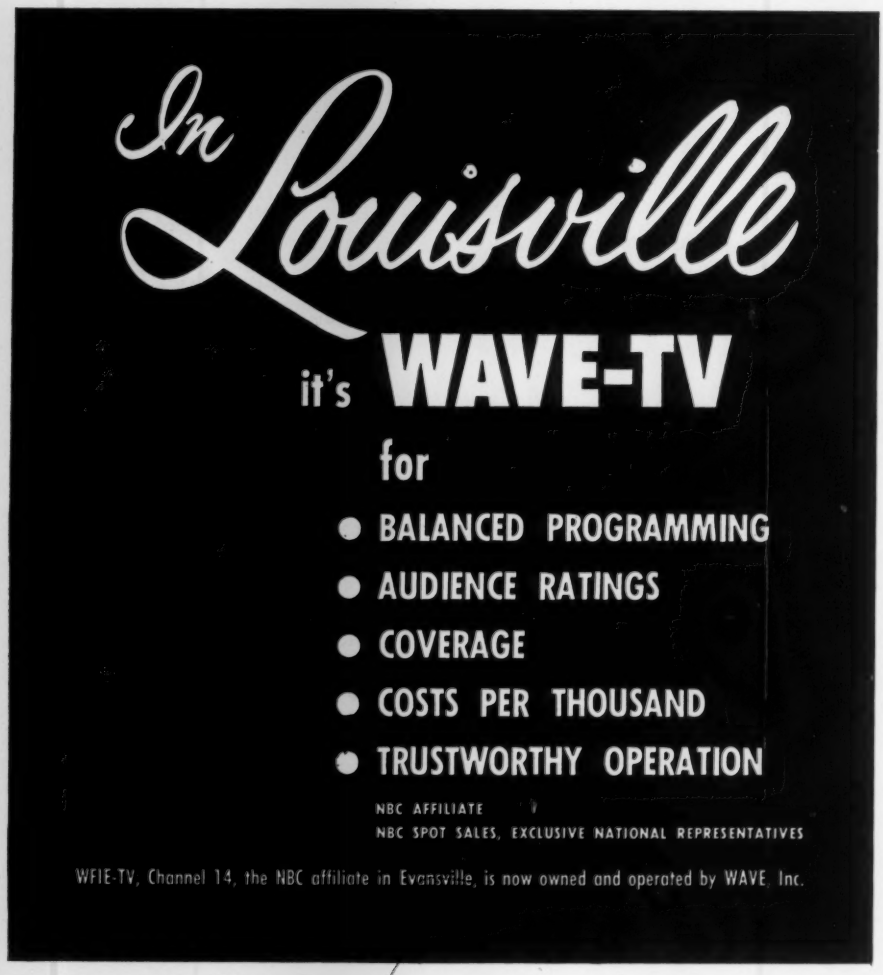
BOB CRONK, announcer of CFCH North Bay, Ont., to CKWS Kingston, Ont.

H. D. ROACH, executive v.p. of McKim Adv. Ltd., Toronto, elected chairman of Canadian Advertising Research Foundation, succeeding **A. T. GAMBLE,** Procter & Gamble of Canada Ltd., Toronto. Vice chairman elected is **ROBBIN E. MERRY,** Lever Bros. Ltd., Toronto.

R. L. HORLEY, senior sales representative of Canadian Broadcasting Corp., Winnipeg, Man., elected v.p. of Sales and Adv. Club of Winnipeg.

ART CUTHBERT to announcing staff of CHEX Peterborough, Ont.

JOHN BROWMAN, formerly of CJOY Guelph, Ont., to announcer staff of CHEX-TV Peterborough, Ont.


In Louisville
it's WAVE-TV
for
• BALANCED PROGRAMMING
• AUDIENCE RATINGS
• COVERAGE
• COSTS PER THOUSAND
• TRUSTWORTHY OPERATION
NBC AFFILIATE
NBC SPOT SALES, EXCLUSIVE NATIONAL REPRESENTATIVES
WFIE-TV, Channel 14, the NBC affiliate in Evansville, is now owned and operated by WAVE, Inc.

BROADCASTING TELESTATUS

A QUARTERLY SITUATION REPORT ON PRESENT AND PLANNED TV STATIONS *Published in first issue of each quarter*

July 1958

Total U. S. Stations on Air: 540
(Commercial: 508; Educational 32)
(Includes Guam, Hawaii, Puerto Rico)

Total Cities with On-Air Stations: 336

Total Tv Households: 42,400,000
(ARF—Census data as of March 1958)

HOW TO READ THIS LISTING

Each station or grantee is listed in the city where licensed.

Triangle (►): station not on air. Date of grant is shown for permittees, followed by planned starting date when known.

Channel number is in parentheses, followed by national network affiliations and sales representatives, and station's highest one-time hourly rate.

Asterisk (*): non-commercial outlet.

Data on station color equipment: N, equipped for network color; LS, local color slides; LF, local color film; LL, local live color.

Videotape recorder is indicated by "VTR."

ALABAMA

ANDALUSIA—
WAIQ (*2)

BIRMINGHAM—
WABT (13) NBC, ABC; Harrington, Righter & Parsons; N, LF, LS; $800
WBIQ (*10)
WBRC-TV (6) CBS; Katz; N; $850
►WBMG (42) 11/29/56-Unknown

DECATUR—
WMSL-TV (23) NBC, ABC, CBS; Masla; $150

DOTHAN—
WTVY (9) CBS, ABC; Young; N; $150

FLORENCE—
WOWL-TV (15) ABC, CBS, NBC; Forjoe; $200

MOBILE—
WALA-TV (10) NBC, ABC; H-R; N; $450
WKRG-TV (5) CBS; Avery-Knodel; N; $450

MONTGOMERY—
WCOV-TV (20) CBS, ABC; Young; N; $200
WSFA-TV (12) NBC, ABC; Katz; N; $450

MUNFORD—
WTIQ (*7)

SELMA—
►WSLA (8) 2/5/54-Unknown

ALASKA

ANCHORAGE—
KENI-TV (2) ABC, NBC; Fletcher; $150
KTVA (11) CBS; Alaska Radio-Tv Sls.; $150

FAIRBANKS—
KFAR-TV (8) NBC, ABC; Fletcher, Day; $150
KTVF (11) CBS; Alaska Radio-Tv Sls.; $135

JUNEAU—
KINY-TV (8) CBS; Alaska Radio-Tv Sls.; $60

ARIZONA

MESA (PHOENIX)—
KVAR (12) NBC; Avery-Knodel; N; $500

PHOENIX—
KOOL-TV (10) CBS; Hollingbery; N, LS, LF; $500
KPHO-TV (5) Katz; N; $450
KTVK (3) ABC; Weed; N, LF, LS; $400

TUCSON—
KGUN-TV (9) ABC; Headley-Reed; N, LF, LS; $300
KOLD-TV (13) CBS; Hollingbery; N; $300
KVOA-TV (4) NBC; Branham; N; $300

YUMA—
KIVA (11) NBC, CBS, ABC; Hollingbery; N; $200
►KYAT (13) 1/25/56-Unknown

ARKANSAS

EL DORADO—
KTVE (10) NBC, ABC; O'Connell; $300

FORT SMITH—
KFSA-TV (22) NBC, ABC; Venard; N; $200
KNAC-TV (5) CBS; H-R; $250

LITTLE ROCK—
KARK-TV (4) NBC; Petry; N; $500
KTHV (11) CBS; Branham; N; $450
KATV (7) (See Pine Bluff)

PINE BLUFF—
KATV (7) ABC; Avery-Knodel; N; $450

TEXARKANA—
KCMC-TV (6) (See Texarkana, Tex.)

CALIFORNIA

BAKERSFIELD—
KBAK-TV (29) CBS, ABC; Weed; $350
KERO-TV (10) NBC, ABC; Petry; N; $500

BERKELEY (SAN FRANCISCO)—
KQED (*9)

CHICO—
KHSL-TV (12) CBS, ABC; Avery-Knodel; N; $250

EUREKA—
KIEM-TV (3) CBS, ABC, NBC; Blair Tv Assoc.; N; $250
KVIQ-TV (6) ABC, NBC; Hollingbery; $200

FRESNO—
KFRE-TV (12) CBS; Blair Tv; N; $650
KJEO (47) ABC; Branham; N, LL; $600
KMJ-TV (24) NBC; Katz; N, LF, LS; $600

LOS ANGELES—
KABC-TV (7) ABC; Katz; $2,300
KCOP (13) Petry; $1,500
KHJ-TV (9) H-R; N; VTR; $1,750
KNXT (2) CBS; CBS Spot Sls.; N, LS, LF, LL; VTR; $3,750
KRCA (4) NBC; NBC Spot Sls.; N, LL, LS, LF; VTR; $3,800
KTLA (5) Peters, Griffin, Woodward; LL, LS, LF; $1,500
KTTV (11) Blair Tv; VTR; $2,000
►KBIC-TV (22) 2/10/52-Unknown

MODESTO—
►KTRB-TV (14) 2/17/54-Unknown

OAKLAND— (See San Francisco)

REDDING—
KVIP-TV (7) NBC, ABC; Hollingbery; N; $250

SACRAMENTO—
KBET-TV (10) CBS; H-R; N, LF, LS; $350
KCRA-TV (3) NBC; Petry; N, LF, LS; $1,000

SALINAS (MONTEREY)—
KSBW-TV (8) CBS, ABC, NBC; H-R; N; $425

SAN DIEGO—
KFMB-TV (8) CBS; Petry; N; $500
KFSD-TV (10) NBC; Katz; N, LF, LS; $850
► KEZY (27) 4/2/58-Unknown

SAN FRANCISCO-OAKLAND—
KGO-TV (7) ABC; Blair Tv; $1,700
KPIX (5) CBS; Katz; N, LF; VTR; $2,100
KQED (*9)
KRON-TV (4) NBC; Peters, Griffin, Woodward; N, LL, LF, LS; VTR; $1,700
KTVU (2) H-R; N; $1,000
►KBAY-TV (20) 3/11/53-Unknown
►KMTR (38) 2/13/58-Unknown
►KSAN-TV (32) See footnote.

SAN JOSE—
KNTV (11) ABC, CBS, NBC; Weed; $250

SAN LUIS OBISPO—
KSBY-TV (6) CBS, ABC, NBC; H-R; $220

SANTA BARBARA—
KEYT (3) NBC, ABC, CBS; Headley-Reed; $450

STOCKTON (SACRAMENTO)—
KOVR (13) ABC; Blair Tv Assoc.; $800

TULARE—
►KVVG (27) See footnote

COLORADO

COLORADO SPRINGS—
KKTV (11) CBS, ABC; Bolling; $250
KRDO-TV (13) NBC; Pearson; $225

DENVER—
KBTV (9) ABC; Peters, Griffin, Woodward; $750
KLZ-TV (7) CBS; Katz; N; $750
KOA-TV (4) NBC; NBC Spot Sls.; N; $750
KRMA-TV (*6)
KTVR (2) Blair Tv Assoc.; $500

GRAND JUNCTION—
KREX-TV (5) CBS, NBC, ABC; Holman; $150

MONTROSE—
KFXJ-TV (10) (Satellite of KREX-TV Grand Junction)

PUEBLO—
KCSJ-TV (5) NBC; Pearson; $225

STERLING—
►Bi-States Co. (3) 6/5/58 (Satellite of KHOL-TV Kearney, Neb.)

CONNECTICUT

BRIDGEPORT—
WICC-TV (43) ABC; Young; $100
►WCTB (*71) 1/29/53-Unknown

HARTFORD—
WHCT (18) CBS; CBS Spot Sls.; N; $700
WTIC-TV (3) Harrington, Righter & Parsons; $1,000
►WEDH (*24) 1/29/53-Unknown

NEW BRITAIN—
WNBC (30) NBC; NBC Spot Sls.; N; $600

NEW HAVEN—
WNHC-TV (8) ABC; Blair-Tv; N, LF, LS; VTR; $1,200
►WELI-TV (59) 6/24/53-Unknown; H-R

NEW LONDON—
►WNLC-TV (26) 12/31/52-Unknown

NORWICH—
►WCTN (*63) 1/29/53-Unknown

STAMFORD—
►WSTF (27) 5/27/53-Unknown

WATERBURY—
WATR-TV (53) ABC; McGavren-Quinn; $200

DELAWARE

WILMINGTON—
WVUE (12) Katz; $1,200

DISTRICT OF COLUMBIA

WASHINGTON—
WMAL-TV (7) ABC; H-R; $1,750
WRC-TV (4) NBC; NBC Spot Sls.; N; $1,250
WTOP-TV (9) CBS; CBS Spot Sls.; N, LF, LS; $1,800
WTTG (5) Weed; LS; $1,300
►WOOK-TV (14) 2/24/54-Unknown

FLORIDA

DAYTONA BEACH—
WESH-TV (2) NBC; Avery-Knodel; N; $400

FORT LAUDERDALE—
WITV (17) See footnote

FORT MYERS—
WINK-TV (11) CBS, ABC; Walker-Rawalt; $180

FORT PIERCE—
►WTVI (19) 4/19/55-Unknown

GAINESVILLE—
►WUFT (*5) September

JACKSONVILLE—
WFGA-TV (12) NBC, ABC; Peters, Griffin, Woodward; N, LL, LF, LS; $600
WMBR-TV (4) CBS, ABC; CBS Spot Sls.; N; $850
►WJCT (*7)
►WJHP-TV (36) See footnote

MIAMI—
WCKT (7) NBC; NBC Spot Sls.; N, LF, LS; $950
WITV (17) See Fort Lauderdale
WPST-TV (10) ABC; Petry; N; $850
WTHS-TV (*2)
WTVJ (4) CBS; Peters, Griffin, Woodward; N, LL, LF, LS; $1,100
►WGBS-TV (23) See footnote
►WMFL (33) 12/9/53-Unknown

ORLANDO—
WDBO-TV (6) CBS, ABC; Blair Tv Assoc.; N; $450
WLOF-TV (9) ABC; Young; $400
►WEAL-TV (18) 9/21/55-Unknown

PANAMA CITY—
WJDM (7) ABC, CBS, NBC; Hollingbery; $175

PENSACOLA—
WEAR-TV (3) ABC, CBS; Hollingbery; N; $350
►WPFA-TV (15) See footnote

ST. PETERSBURG—
WSUN-TV (38) ABC; Venard; $400

TALLAHASSEE—
WCTV (6) See Thomasville, Ga.

TAMPA—
WFLA-TV (8) NBC; Blair Tv; N, LL, LS; $850
WTVT (13) CBS; Katz; N, LF, LS; $850
►WEDU (*3) 9/19/57-Sept.

WEST PALM BEACH—
WEAT-TV (12) ABC; Venard; $300
WPTV (5) NBC, CBS; Blair Tv Assoc.; N; $275

GEORGIA

ALBANY—
WALB-TV (10) NBC, ABC, CBS; Venard; N; $250

ATHENS—
►WGTV (*8) 9/5/56-Unknown

TELESTATUS

ATLANTA—
WAGA-TV (5) CBS; Katz; N, LF, LS; $1,000
WETV (*30)
WLWA (11) ABC; Crosley Sls.; $1,000
WSB-TV (2) NBC; Petry; N, LF, LS; $1,000
►WATL-TV (36) See footnote

AUGUSTA—
WJBF (6) NBC, ABC; Hollingbery; N, $350
WRDW-TV (12) CBS; Branham; $350

COLUMBUS—
WRBL-TV (4) CBS, ABC; Hollingbery; N; $400
WTVM (28) NBC, ABC; Headley-Reed; N; $300

MACON—
WMAZ-TV (13) CBS, ABC, NBC; Avery-Knodel; N; $400

SAVANNAH—
WSAV-TV (3) NBC, ABC; Blair Tv Assoc.; N; $300
WTOC-TV (11) CBS, ABC; Avery-Knodel; N; $300

THOMASVILLE—
WCTV (6) NBC, CBS, ABC; Blair Tv Assoc.; N; $400

IDAHO

BOISE—
KBOI-TV (2) CBS; Peters, Griffin, Woodward; $250
KIDO-TV (7) NBC, ABC; Blair Tv Assoc.; N; $250

IDAHO FALLS—
KID-TV (3) CBS, ABC, NBC; Gill-Perna; $225

LEWISTON—
KLEW-TV (3) (Satellite of KIMA-TV Yakima, Wash.)

NAMPA—
►KCIX-TV (6) 3/27/58-7/15/58; McGavren-Quinn

TWIN FALLS—
KLIX-TV (11) CBS, ABC, NBC; Gill-Perna; $150

ILLINOIS

BLOOMINGTON—
WBLN (15) See footnote

CHAMPAIGN—
WCIA (3) CBS, NBC; Hollingbery; N; $900
►WCHU (33) 9/19/57-Unknown

CHICAGO—
WBBM-TV (2) CBS; CBS Spot Sls.; N; $4,500
WBKB (7) ABC; Blair Tv; VTR; $2,400
WGN-TV (9) Petry; N; LL, LF, LS; VTR; $1,800
WNBQ (5) NBC; NBC Spot Sls.; N, LL, LS, LF; $4,000
WTTW (*11)
►WHFC-TV (26) 1/8/53-Unknown
►WIND-TV (20) 3/9/53-Unknown
►WOPT (44) 2/10/54-Unknown

DANVILLE—
WDAN-TV (24) ABC; Everett-McKinney; $150

DECATUR—
WTVP (17) ABC; Gill-Perna; $350

EVANSTON—
►WTLE (32) 8/12/53-Unknown

HARRISBURG—
WSIL-TV (3) NBC, ABC; Walker-Rawalt; $150 (operating temporarily on ch. 3)

LA SALLE—
WEEQ-TV (35) (satellite of WEEK-TV Peoria)

PEORIA—
WEEK-TV (43) NBC; Headley-Reed; N; $600
WMBD-TV (31) CBS; Peters, Griffin, Woodward; N; $500
WTVH (19) ABC; Petry; N; $550
►WIRL-TV (8) 6/27/56 (Construction prohibited until deintermixture rulemaking.)

QUINCY (HANNIBAL, MO.)—
KHQA-TV (7) See Hannibal, Mo.
WGEM-TV (10) NBC, ABC; Young; N; $400

ROCKFORD—
WREX-TV (13) CBS, ABC; H-R; N, LF, LS; $450
WTVO (39) NBC; Headley-Reed; N; $350

ROCK ISLAND (DAVENPORT, MOLINE)—
WHBF-TV (4) CBS, ABC; Avery-Knodel; N; $900

SPRINGFIELD—
WICS (20) NBC, ABC; Young; N; $250
►WMAY-TV (36)

URBANA—
WILL-TV (*12)

INDIANA

ANDERSON—
WCBC-TV (61) $150

BLOOMINGTON—
WTTV (4) Meeker; N; $700

ELKHART (SOUTH BEND)—
WSJV (28) ABC; H-R; $300

EVANSVILLE—
WEHT (50) See Henderson, Ky.
WFIE-TV (14) NBC; Raymer; N; $350
WTVW (7) ABC; Hollingbery; N, LF, LS; $350

FORT WAYNE—
WANE-TV (15) CBS; Petry; N; $500
WKJG-TV (33) NBC; H-R; N; $500

HATFIELD—
►WVSJ-TV (9) Initial Decision-2/18/57

INDIANAPOLIS—
WFBM-TV (6) NBC; Katz; N, LL, LF, LS; $1,300
WISH-TV (8) CBS; Bolling; N, LF, LS; VTR; $1,400
WLWI (13) ABC; Crosley Sls.; N, LL; LF, LS; $1,100
WTTV (4) See Bloomington

LAFAYETTE—
WFAM-TV (59) ABC, CBS, NBC; Rambeau, Vance, Hopple; N; $200

MUNCIE—
WLBC-TV (49) NBC, ABC, CBS; Holman; N; $225

PRINCETON—
►WRAY-TV (52) See footnote

ROANOKE—
WPTA (21) ABC; Young; $400

SOUTH BEND (ELKHART)—
WNDU-TV (16) NBC; Petry; N; $500
WSBT-TV (22) CBS; Raymer; N; $500

TERRE HAUTE—
WTHI-TV (10) CBS, ABC, NBC; Bolling; N; $500

IOWA

AMES—
WOI-TV (5) ABC; Weed; N; $650

CEDAR RAPIDS—
KCRG-TV (9) ABC; Weed; $500
WMT-TV (2) CBS; Katz; N; $625

DAVENPORT (MOLINE, ROCK ISLAND)—
WOC-TV (6) NBC; Peters, Griffin, Woodward; N; $900

DES MOINES—
KRNT-TV (8) CBS; Katz; N; $700
WHO-TV (13) NBC; Peters, Griffin, Woodward; N, LF, LS; $750
►KDPS-TV (*11) 12/12/56-August
►KGTV (17) See footnote

FORT DODGE—
KQTV (21) NBC; Pearson; $150

MASON CITY—
KGLO-TV (3) CBS; Weed; N; $400

OTTUMWA—
KTVO (3) See Kirksville, Mo.

SIOUX CITY—
KTIV (4) NBC, ABC; Hollingbery; N; $325
KVTV (9) CBS, ABC; Katz; N; $425

WATERLOO—
KWWL-TV (7) NBC; Avery-Knodel; N; $625

KANSAS

ENSIGN—
KTVC (6) (satellite of KAKE-TV Wichita)

GARDEN CITY—
KGLD (11) (satellite of KCKT Great Bend)

GOODLAND—
►KWGB-TV (10) 5/11/55-Unknown

GREAT BEND—
KCKT (2) NBC; Bolling; N; $300

HAYS—
KAYS-TV (7) 5/29/57-August; ABC; Katz; $150

HUTCHINSON (WICHITA)—
KAKE-TV (10) See Wichita
KARD-TV (3) See Wichita
KTVH (12) CBS; Blair Tv Assoc.; N; $575

MANHATTAN—
►KSAC-TV (*8) 7/24/53-Unknown

PITTSBURG—
KOAM-TV (7) NBC, ABC; Katz; N; $360

TOPEKA—
WIBW-TV (13) CBS, ABC; Avery-Knodel; N; $550

WICHITA (HUTCHINSON)—
KAKE-TV (10) ABC; Katz; N; $600
KARD-TV (3) NBC; Petry; N, LL, LF, LS; $650
KTVH (12) See Hutchinson

KENTUCKY

ASHLAND—
►WALN-TV (59) 8/14/52-Unknown; Petry

HENDERSON (EVANSVILLE, IND.)—
WEHT (50) CBS; Young; N; $400

LEXINGTON—
WKYT (27) CBS; Pearson; $250
WLEX-TV (18) ABC, NBC; Bolling; N; $284.05

LOUISVILLE—
WAVE-TV (3) NBC, ABC; NBC Spot Sls.; N; $1,025

NEW TV STATIONS

THE following tv stations started regular programming within the past three months:

KRTV Great Falls, Mont.; KNME-TV (*5) Albuquerque, N. M.

WHAS-TV (11) CBS; Harrington, Righter & Parsons; N; $1,000
►WFPK-TV (*15) 1/3/58-September
►WTAM-TV (41) 1/15/53-Unknown; Forjoe
►WEZI (21) See footnote

NEWPORT—
►WNOP-TV (74) 12/24/53-Unknown

PADUCAH—
WPSD-TV (6) NBC, ABC; Pearson; N; $400

LOUISIANA

AEXANDRIA—
KALB-TV (5) NBC, ABC, CBS; Weed; $250

BATON ROUGE—
WAFB-TV (28) CBS, ABC; Blair Tv Assoc.; $250
WBRZ (2) NBC, ABC; Hollingbery; N; $475

LAFAYETTE—
WLFY-TV (10) CBS, ABC; Young; N; $250

LAKE CHARLES—
KPLC-TV (7) NBC, ABC; Weed; $250
KTAG (25) CBS; Pearson; $150

MONROE—
KLSE (*13)
KNOE-TV (8) CBS, ABC, NBC; H-R; N; $400

NEW ORLEANS—
WDSU-TV (6) NBC; Blair Tv; N, LL, LF, LS; $1,100
WJMR-TV (20) ABC; Weed; $600
WWL-TV (4) CBS; Katz; N, LF, LS; $900
WYES-TV (*8)
►WCKG (26) 4/2/53-Unknown; Gill-Perna

SHREVEPORT—
KSLA-TV (12) CBS, ABC; Raymer; N, LF, LS; $500
KTBS-TV (3) NBC, ABC; Petry; N; $500

MAINE

AUGUSTA—
►WPTT (10) 11/14/56-Unknown

BANGOR—
WABI-TV (5) NBC, ABC; Hollingbery; N; $375
WLBZ-TV (2) CBS, ABC; Venard; $300

POLAND SPRING—
WMTW (8) CBS, ABC; Harrington, Righter & Parsons; $400

PORTLAND—
WCSH-TV (6) NBC, ABC; Weed; N; $500
WGAN-TV (13) CBS; Avery-Knodel; N; $500

PRESQUE ISLE—
WAGM-TV (8) CBS; Hollingbery; N; $225

MARYLAND

BALTIMORE—
WBAL-TV (11) NBC; Petry; N, LL, LS, LF; $1,500
WJZ-TV (13) ABC; Blair Tv; VTR; $1,540
WMAR-TV (2) CBS; Katz; N, LF, LS; $1,500
►WITH-TV (72) 12/18/52-Unknown; Forjoe
►WTLF (18) 12/9/53-Unknown

SALISBURY—
WBOC-TV (16) ABC, CBS; Headley-Reed; N; $200

MASSACHUSETTS

ADAMS (PITTSFIELD)
WCDC (19) (Satellite of WTEN Vail Mills, N. Y.)

BOSTON—
WBZ-TV (4) NBC; Peters, Griffin, Woodward; N, LS, LF; VTR; $2,400
WGBH-TV (*2)
WHDH-TV (5) ABC, CBS, NBC; Blair Tv; N, LL, LS, LF; $2,500
WMUR-TV (9) See Manchester, N. H.
WNAC-TV (7) CBS; H-R; N; $3,000
►WXEL (38) 10/12/55-Unknown
►WJDW (44) 3/12/53-Unknown

BROCKTON—
►WHEF-TV (62) 7/30/53-Unknown

CAMBRIDGE (BOSTON)—
►WTAO-TV (56) See footnote

GREENFIELD—KEENE, N. H.—BRATTLEBORO, VT.
WRLP (32) (Satellite of WWLP Springfield)

SPRINGFIELD—
WHYN-TV (40) CBS; Branham; N; $600
WWLP (22) ABC, NBC; Hollingbery; N, LS; $700

WORCESTER—
►WWOR-TV (14) See footnote

MICHIGAN

ANN ARBOR—
►WPAG-TV (20) See footnote
►WUOM-TV (*26) 11/4/53-Unknown

BAY CITY (MIDLAND, SAGINAW, FLINT)—
WNEM-TV (5) ABC, NBC; Petry; N, LF, LS; $800

CADILLAC—
WWTV (13) CBS, ABC; Hollingbery; $350

CHEBOYGAN—
►WTCM-TV (4) Initial Decision-6/21/57

DETROIT—
CKLW-TV (9) (See Windsor, Ont.)
WJBK-TV (2) CBS; Katz; N, LL, LF, LS; VTR; $2,600
WTVS (*56)
WWJ-TV (4) NBC; Peters, Griffin, Woodward; N, LF, LS; $2,400
WXYZ-TV (7) ABC; Blair Tv; $2,200
►WBID-TV (50) 11/19/53-Unknown

EAST LANSING—
WKAR-TV (*60)
FLINT—
►WJRT (12) 5/12/54-Unknown
GRAND RAPIDS—
WOOD-TV (8) NBC, ABC; Katz; N; $1,175
►WMCN (23) 9/2/54-Unknown
IRONWOOD—
►WJMS-TV (12) 11/30/55-September (Satellite of WDMJ-TV Marquette)
KALAMAZOO—
WKZO-TV (3) CBS, ABC; Avery-Knodel; N, LF, LS; $1,300
LANSING—
WJIM-TV (6) CBS, ABC, NBC; Peters, Griffin, Woodward; N; $1,000
►WTOM-TV (54) See footnote
MARQUETTE—
WDMJ-TV (6) CBS, ABC; Weed; $200
ONONDAGA—
►Michigan State U. (10) Initial Decision—3/6/57
PORT HURON—
►WHLS-TV (34) 11/14/56-Unknown
SAGINAW (BAY CITY, MIDLAND)—
WKNX-TV (57) CBS, ABC; Gill-Perna; N; $375
TRAVERSE CITY—
WPBN-TV (7) NBC; Holman; N; $172.80

MINNESOTA

ALEXANDRIA—
►KCMT (7) 12/5/57-September; NBC, ABC; $200
AUSTIN—
KMMT (6) ABC; Avery-Knodel; $200
DULUTH (SUPERIOR, WIS.)—
KDAL-TV (3) CBS, ABC; Avery-Knodel; N; $500
WDSM-TV (6) See Superior, Wis.
►WDUL (10) 5/15/58-Unknown
►WFTV (38) See footnote
HIBBING—
►WIRT (13) 2/20/58-Unknown
INTERNATIONAL FALLS—
►KIFS (11) 2/13/58-Unknown
MANKATO—
►Two-States Television Co. (12) 6/12/58-Unknown
MINNEAPOLIS-ST. PAUL—
KMSP-TV (9) H-R; N; $1,000
KSTP-TV (5) NBC; Petry; N, LF, LS; $1,650
KTCA-TV (*2) LF, LS
WCCO-TV (4) CBS; Peters, Griffin, Woodward; N, LL; $1,600
WTCN-TV (11) ABC; Katz; $1,200
ROCHESTER—
KROC-TV (10) NBC; Meeker; N; $300

MISSISSIPPI

BILOXI—
►WVMI-TV (13) 8/1/57-10/1/58
COLUMBUS—
WCBI-TV (4) CBS, NBC, ABC; Everett-McKinney; $180
GREENWOOD—
►WABG-TV (6) 1/3/58-Unknown; CBS
GULFPORT—
►WSTG (56) 8/1/57-Unknown
HATTIESBURG—
WDAM-TV (9) NBC, ABC; Pearson; N; $175
JACKSON—
WJTV (12) CBS, ABC; Katz; N; $400
WLBT (3) NBC, ABC; Hollingbery; N; $400
LAUREL—
►WTLM (7) 2/21/57-Unknown
MERIDIAN—
WTOK-TV (11) CBS, ABC, NBC; Headley-Reed; N; $325
►WCOC-TV (30) See footnote
TUPELO—
WTWV (9) NBC; Masla; N; $200

MISSOURI

CAPE GIRARDEAU—
KFVS-TV (12) CBS; Headley-Reed; N; $600
COLUMBIA—
KOMU-TV (8) NBC, ABC; H-R; $300
HANNIBAL (QUINCY, ILL.)—
KHQA-TV (7) CBS; Weed; N; $400
WGEM-TV (10) See Quincy, Ill.
JEFFERSON CITY—
KRCG (13) CBS, ABC; Blair Tv Assoc.; $300
JOPLIN—
KODE-TV (12) CBS, ABC; Avery-Knodel; N; $300
KANSAS CITY—
KCMO-TV (5) CBS; Katz; N, LL, LF, LS; $1,350
KMBC-TV (9) ABC; Peters, Griffin, Woodward; N; $660 (half-hour)
WDAF-TV (4) NBC; Harrington, Righter & Parsons; N, LF, LS; $1,060
KIRKSVILLE—
KTVO (3) CBS, NBC; Hollingbery; $300
ST. JOSEPH—
KFEQ-TV (2) CBS, ABC; Blair Tv Assoc.; $500
ST. LOUIS—
KETC (*9)
KMOX-TV (4) CBS; CBS Spot Sls.; N; $1,750
KSD-TV (5) NBC; NBC Spot Sls.; N, LF, LS; $1,200
KTVI (2) ABC; Blair Tv; $1,000
►220 Television Inc. (11) 10/23/57-Unknown
SEDALIA—
KDRO-TV (6) Pearson; $200
SPRINGFIELD—
KTTS-TV (10) CBS; Weed; N; $325
KYTV (3) ABC, NBC; Hollingbery; N; $325

MONTANA

BILLINGS—
KOOK-TV (2) CBS, ABC; Headley-Reed; $200
KGHL-TV (8) NBC; Young; $200
BUTTE—
KXLF-TV (4) ABC, NBC; Walker-Rawalt; $200
►KOPR-TV (6) 8/1/57-Unknown
GLENDIVE—
►KXGN-TV (5) CBS; Webb; $125
GREAT FALLS—
KFBB-TV (5) CBS, ABC, NBC; Blair Tv Assoc.; $200
KRTV (3) Forjoe; $200
HELENA—
►KXLJ-TV (12) (Satellite of KXLF-TV Butte)
KALISPELL—
KGEZ-TV (9) CBS, NBC; Cooke; $125
MISSOULA—
KMSO-TV (13) CBS, ABC, NBC; Gill-Perna; $200

NEBRASKA

ALLIANCE—
► Western Nebraska Tv Inc. (13) 6/18/58-Unknown
HASTINGS—
KHAS-TV (5) NBC; Weed; N; $250
HAYES CENTER—
KHPL-TV (6) (Satellite of KHOL-TV Holdredge)
HAY SPRINGS—
KDUH-TV (4) (Satellite of KOTA-TV Rapid City, S. D.)
KEARNEY (HOLDREDGE)—
KHOL-TV (13) CBS, ABC; Meeker; N; $350
LINCOLN—
KOLN-TV (10) CBS, ABC; Avery-Knodel; $450
KUON-TV (*12)
McCOOK—
► KOMC (8) 4/24/58-Unknown
NORTH PLATTE—
► KNOP (2) 8/1/57-Unknown
OMAHA—
KETV (7) ABC; H-R; $900
KMTV (3) NBC; Petry; N, LL, LS, LF; $900
WOW-TV (6) CBS; Blair Tv; N; $900
SCOTTSBLUFF—
KSTF (10) (Satellite of KFBC-TV Cheyenne)

NEVADA

ELKO—
► KNDA (10) 11/6/56-Unknown
HENDERSON (LAS VEGAS)—
KLRJ-TV (2) NBC; Avery-Knodel; N; $275
LAS VEGAS—
KLAS-TV (8) CBS; Weed; $250
KLRJ-TV (2) See Henderson
KSHO-TV (13) ABC; Forjoe; $200
RENO—
KOLO-TV (8) CBS, ABC, NBC; Pearson; $300
► KAKJ (4) 4/19/55-Unknown

NEW HAMPSHIRE

KEENE—
WRLP (32) See Greenfield, Mass.
► WKNE-TV (45) 4/22/53-Unknown
MANCHESTER (BOSTON)—
WMUR-TV (9) ABC, CBS; Forjoe; $500
MT. WASHINGTON—
WMTW (8) See Poland Spring, Me.

NEW JERSEY

ASBURY PARK—
► WRTV 58) See footnote
ATLANTIC CITY—
► WOCN (52) 1/8/53-Unknown
► WHTO-TV (46) See footnote
CAMDEN—
► KWDN-TV (17) 1/28/54-Unknown
NEWARK (NEW YORK CITY)—
WNTA-TV (13) NTA; $2,000
NEW BRUNSWICK—
► WTLV (*19) 12/4/52-Unknown

NEW MEXICO

ALBUQUERQUE—
KGGM-TV (13) CBS; Branham; N; $400
KNME-TV (*5)
KOAT-TV (7) ABC; Bolling; $300
KOB-TV (4) NBC; Petry; N; $410
CARLSBAD—
KAVE-TV (6) CBS, ABC, NBC; Branham; $150
CLOVIS—
KICA-TV (12) CBS; Pearson; $150
ROSWELL—
KSWS-TV (8) NBC, ABC, CBS; Meeker; N; $250
SANTA FE—
► KVIT (2) 1/25/56-Unknown

NEW YORK

ALBANY (SCHENECTADY, TROY)—
WTEN (10) (See Vail Mills)
WTRI (35) ABC; Venard; $500 (has temporary authority to operate on ch. 13)
► WPTR-TV (23) 6/10/53-Unknown
► WTVZ (*17) 7/24/52-Unknown
BINGHAMTON—
WINR-TV (40) NBC ABC; Everett-McKinney; N; $300
WNBF-TV (12) CBS, ABC; Blair Tv; N $1,000
► WQTV (*46) 8/14/52-Unknown
BUFFALO—
WBEN-TV (4) CBS; Harrington, Righter & Parsons; N, LL, LF, LS; $1,050
WBUF (17) NBC, NBC Spot Sls.; N; $650
WGR-TV (2) ABC; Peters, Griffin, Woodward; N; $1,200
► WNYT-TV (59) 11/23/55-Unknown
► WTVF (*23) 7/24/52-Unknown
► Great Lakes Tv Inc. (7) Initial Decision 1/31/56
CARTHAGE (WATERTOWN)—
WCNY-TV (7) CBS, ABC (NBC per program basis); Weed; $250
ELMIRA—
WSYE-TV (18), (Satellite of WSYR-TV Syracuse)
► WTVE (24) See footnote
ITHACA—
► WHCU-TV (20) 1/8/53-Unknown; CBS
► WIET (*14) 1/8/53-Unknown
LAKE PLACID (PLATTSBURGH)—
WPTZ (5) NBC, ABC; Blair Tv Assoc.; N; $400
NEW YORK—
WABC-TV (7) ABC; Blair Tv; VTR; $4,150
WABD-TV (5) Weed; N, LF, LS; $3,000
WATV (13) See Newark, N. J.
WCBS-TV (2) CBS; CBS Spot Sls.; N, LS, LF, LL; $8,250
WOR-TV (9) H-R; $2,000
WPIX (11) Peters, Griffin, Woodward; N; $2,000
WRCA-TV (4) NBC; NBC Spot Sls.; N, LL, LS, LF; $9,200
► WNYC-TV (31) 5/12/54-Unknown
►WREG (*25) 8/14/52-Unknown
POUGHKEEPSIE—
► WKNY-TV (66) See footnote
ROCHESTER—
WHEC-TV (10) CBS, ABC; Everett-McKinney, Bolling; N; $800
WROC-TV (5) NBC, ABC; Peters, Griffin, Woodward; N; $800
WVET-TV (10) CBS, ABC; Bolling; N, LF, LS; $900
► WCBF-TV (15) 5/10/53-Unknown
► WROH (*21) 7/24/52-Unknown
SCHENECTADY (ALBANY, TROY)—
WRGB (6) NBC; NBC Spot Sls.; N, LF, LS; $1,100
SYRACUSE—
WHEN-TV (8) CBS, ABC; Katz; N; $1,000
WSYR-TV (3) NBC; Harrington, Righter & Parsons; N, LF, LS; $1,100
► WHTV (*43) 9/18/52-Unknown
UTICA—
WKTV (13) NBC, ABC, CBS; Cooke; N; $550
► WTMV (54) 3/13/58-Unknown
VAIL MILLS (ALBANY)—
WTEN (10) CBS; Harrington, Righter & Parsons; N; $900 (has temporary authority to operate on ch. 10)

NORTH CAROLINA

ASHEVILLE—
WISE-TV (62) NBC, CBS; Broadcast Time Sls.; $150
WLOS-TV (13) ABC; Venard; N; $450
CHAPEL HILL—
WUNC-TV (*4)
CHARLOTTE—
WBTV (3) CBS; CBS Spot Sls.; N, LL, LS, LF; $1,000
WSOC-TV (9) ABC, NBC; H-R; N; $900
► WUTV (36) See footnote
DURHAM—
WTVD (11) CBS, ABC; Petry; N; $550
FAYETTEVILLE—
► WFLB-TV (18) See footnote.
GASTONIA—
► WTVX (48) 4/7/54-Unknown
GREENSBORO—
WFMY-TV (2) CBS, ABC; Harrington, Righter & Parsons; N, LF, LS; $800
GREENVILLE—
WNCT (9) CBS, ABC; Hollingbery; N; $400
NEW BERN—
► WNBE-TV (13) 2/9/55-10/9/58
RALEIGH—
WRAL-TV (5) NBC; H-R; N, LF, LS; VTR; $600
► WNAO-TV (28) See footnote
WASHINGTON—
WITN (7) NBC ABC; Headley-Reed; N; $400
WILMINGTON—
WECT (6) ABC CBS NBC; Wagner-Smith Assoc.; N; $350
► New Hanover Bcstg. Co. (3) Initial Decision 6/16/58
WINSTON-SALEM—
WSJS-TV (12) NBC; Headley-Reed; N; $700
► WTOB-TV (26) See footnote

NORTH DAKOTA

BISMARCK—
KBMB-TV (12) CBS; Weed; N; $150
KFYR-TV (5) NBC ABC; Blair Tv Assoc.; N; $350 (Includes satellites KUMV-TV Williston, KMOT Minot)
DICKINSON—
KDIX-TV (2) CBS, ABC, Holman; $175
FARGO—
WDAY-TV (6) NBC, ABC; Peters, Griffin, Woodward; N; $450
► North Dakota Bcstg. Co. (11) Initial Decision 5/27/58
GRAND FORKS—
KNOX-TV (10) NBC; Rambeau, Vance, Hopple; N; $200
MINOT—
KCJB-TV (13) CBS, ABC; Weed; $250
KMOT (10) (Satellite of KFYR-TV Bismarck)

TELESTATUS

VALLEY CITY—
KXJB-TV (4) CBS; Weed; N, LF, LS; $550
WILLISTON—
KUMV-TV (8) (Satellite of KMOT Minot)

OHIO

AKRON—
WAKR-TV (49) ABC; McGavren-Quinn; $300
ASHTABULA—
► WICA-TV (15) See footnote
CANTON—
► WTLC (29) 3/22/56-Unknown
CINCINNATI—
WCET (*48)
WCPO-TV (9) ABC; Blair Tv; N; $1,300
WKRC-TV (12) CBS; Katz; N; $1,300
WLWT (5) NBC; Crosley Sls.; N, LL, LF, LS; $1,500
► WSOK-TV (54) 5/14/53-Unknown; Forjoe
CLEVELAND—
KYW-TV (3) NBC; Peters, Griffin, Woodward; N; $1,950
WEWS (5) ABC; Blair Tv; N; $1,560
WJW-TV (8) CBS; Katz; N; $2,000
► WERE-TV (65) 6/18/53-Unknown
COLUMBUS—
WBNS-TV (10) CBS; Blair Tv; N; $1,200
WLWC (4) NBC; NBC Spot Sls.; N; $1,100
WOSU-TV (*34)
WTVN-TV (6) ABC; Katz; $825
DAYTON—
WHIO-TV (7) CBS; Hollingbery; N; $850
WLWD (2) NBC, ABC; Crosley Sls.; N; $1,100
► WIFE (22) See footnote
ELYRIA—
► WEOL-TV (31) 2/11/54-Unknown
LIMA—
WIMA-TV (35) NBC, ABC, CBS; H-R; N; $200
MANSFIELD—
► WTVG (36) 6/3/54-Unknown
MASSILLON—
► WMAC-TV (23) 9/4/52-Unknown; Petry
OXFORD—
► WMUB-TV (*14) 7/19/56-September
STEUBENVILLE (WHEELING, W. VA.)—
WSTV-TV (9) CBS, ABC; Avery-Knodel; N; $500
WTRF-TV (7) See Wheeling
TOLEDO—
WSPD-TV (13) CBS, ABC, NBC; Katz; N; $1,000
► WTOH-TV (79) 10/20/54-Unknown
► Community Bcstg. Co. (11) Initial Decision-4/16/58
► WGTE-TV (*30) 6/27/57-November
YOUNGSTOWN—
WFMJ-TV (21) NBC; Headley-Reed; N; $400
WKBN-TV (27) CBS; Raymer; N; $450
► WXTV (73) 11/2/55-Unknown
ZANESVILLE—
WHIZ-TV (18) NBC, ABC, CBS; Pearson; $150

OKLAHOMA

ADA—
KTEN (10) ABC, CBS, NBC; Venard; N; $225
ARDMORE—
KVSO-TV (12) NBC; Pearson; N; $150
ELK CITY—
► KSWB (8) 11/20/57-Unknown
ENID—
KOCO-TV (5) ABC; Blair Tv Assoc.; $800
LAWTON—
KSWO-TV (7) ABC; Pearson; $150
OKLAHOMA CITY—
KETA (*13)
KOCO-TV (5) See Enid, Okla.
KWTV (9) CBS; Avery-Knodel; N; $900
WKY-TV (4) NBC; Katz; N, LL, LF, LS; $1,050
► KMPT-TV (19) 4/21/58-Unknown
► KTVQ (25) See footnote
TULSA—
KOTV (6) CBS; Petry; N; VTR; $825
KTUL-TV (8) ABC; Avery-Knodel; $600
KVOO-TV (2) NBC; Blair Tv Assoc.; N, LF, LS; $750
► KOED-TV (*11) 7/21/54-August
► KSPG (17) 2/4/54-Unknown
► KCEB (23) See footnote

OREGON

COOS BAY—
► KOOS-TV (16) 9/4/56-Unknown
CORVALLIS—
KOAC-TV (*7)
EUGENE—
KVAL-TV (13) NBC, ABC, CBS; Hollingbery; N; $360
KLAMATH FALLS—
KOTI (2) CBS, ABC, NBC; Blair Tv Assoc.; $150
MEDFORD—
KBES-TV (5) CBS, ABC, NBC; Blair Tv Assoc.; N; $250
PORTLAND—
KGW-TV (8) ABC; Blair Tv; N, LL, LF, LS; VTR; $800
KOIN-TV (6) CBS; CBS Spot Sls.; N; VTR; $900
KPTV (12) NBC; Katz; N; $800
► KHTV (27) 5/8/58-Unknown
ROSEBURG—
KPIC (4) (satellite of KVAL-TV Eugene)
SALEM—
► KSLM-TV (3) 9/30/53-Unknown

PENNSYLVANIA

ALLENTOWN—
► WQCY (39) 8/12/53-Unknown; Weed
► WFMZ-TV (67) See footnote
ALTOONA—
WFBG-TV (10) ABC, CBS, NBC; Blair Tv; N; $750
BETHLEHEM—
► WLEV-TV (51) See footnote
EASTON—
► WGLV (57) See footnote
ERIE—
WICU-TV (12) NBC, ABC; Petry; N; $700
WSEE (35) CBS; Young; $300
HARRISBURG—
WHP-TV (55) CBS; Bolling; N; $325
WTPA (27) ABC; Harrington, Righter & Parsons; N; $385
►WCMB-TV (71) See footnote
HAZLETON—
► WAZL-TV (63) 12/18/52-Unknown; Meeker
JOHNSTOWN—
WARD-TV (19) CBS, ABC; Weed; $200
WJAC-TV (6) NBC; Katz; N, LL, LF, LS; $1,000
LANCASTER (HARRISBURG, YORK)—
WGAL-TV (8) NBC, CBS; Meeker; N, LS, LF; $1,200
► WLAN-TV (21) 11/8/56-Unknown
LEBANON—
WLBR-TV (15) ABC; Blair Tv Assoc.; N; $350
LOCK HAVEN—
WBPZ-TV (32) ABC; Devney; $100
NEW CASTLE—
WKST-TV (45) ABC; Everett-McKinney; N; $350
PHILADELPHIA—
WCAU-TV (10) CBS; CBS Spot Sls.; N, LL, LF, LS; $3,250
WFIL-TV (6) ABC; Blair Tv; N, LL, LF, LS; VTR; $3,200
WHYY-TV (*35)
WRCV-TV (3) NBC; NBC Spot Sls.; N, LL, LF, LS; $3,200
► WPHD (23) 9/28/55-Unknown
► WSES (29) 3/28/56-Unknown
PITTSBURGH—
KDKA-TV (2) CBS, ABC; Peters, Griffin, Woodward; N, VTR; $2,400
WIIC (11) NBC; Blair Tv; N; $1,800
WQED (*13)
► WTAE-TV (4) 7/25/57-September; ABC; Katz
► WENS (16) See footnote
► WKJF-TV (53) See footnote
READING—
► WHUM-TV (61) See footnote
SCRANTON—
WDAU-TV (22) CBS; H-R; N; $600
WNEP-TV (16) ABC; Avery-Knodel; N; $500
► WTVU (44) See footnote
SUNBURY—
► WKOK-TV (38) 2/9/55-Unknown
WILKES-BARRE—
WBRE-TV (28) NBC; Headley-Reed; N, LL, LS, LF; $525
WILK-TV (34) (Satellite of WNEP-TV Scranton)
WILLIAMSPORT—
► WRAK-TV (36) 11/12/52-Unknown; Meeker
YORK—
► WNOW-TV (49) NBC; Young; $100
► WSBA-TV (43) ABC; Masla; $200

RHODE ISLAND

PROVIDENCE—
WJAR-TV (10) NBC, ABC; Petry; N; $1,300
WPRO-TV (12) CBS; Blair Tv; N; $1,200
► WNET (16) See footnote

SOUTH CAROLINA

ANDERSON—
WAIM-TV (40) ABC, CBS; Headley-Reed; N; $150
CAMDEN—
► WACA-TV (14) 6/3/53-Unknown
CHARLESTON—
WCSC-TV (5) CBS, ABC; Peters, Griffin, Woodward; N; $300
WUSN-TV (2) NBC, ABC; Select; N; $300
► WTMA-TV (4) 8/1/57-Unknown (stay pending outcome of protest)
COLUMBIA—
WIS-TV (10) NBC, ABC; Peters, Griffin, Woodward; N; $450
WNOK-TV (67) CBS; Raymer; N; $200
FLORENCE—
► WBTW (8) CBS, ABC, NBC; CBS Spot Sls.; N; $300
GREENVILLE—
WFBC-TV (4) NBC; Weed; N; VTR; $525
► WGVL (23) See footnote
SPARTANBURG—
WSPA-TV (7) CBS; Hollingbery; N; $500

SOUTH DAKOTA

ABERDEEN—
► KXAB-TV (9) 8/30/56-September (affiliate of KXJB-TV Valley City, N. D.); Weed; $150
DEADWOOD—
► KDSJ-TV (5) 8/8/56-Unknown
FLORENCE—
► KDLO-TV (3) (Satellite of KELO-TV Sioux Falls)
MITCHELL—
► KORN-TV (9) 11/13/57-Unknown
RAPID CITY—
KOTA-TV (3) ABC, CBS; Headley-Reed; $200 (Includes satellite KDUH-TV Hay Springs, Neb.)
RELIANCE—
KPLO-TV (6) (Satellite of KELO-TV Sioux Falls)
SIOUX FALLS—
KELO-TV (11) CBS, ABC, NBC; H-R; $600 (Includes satellites KDLO-TV Florence and KPLO-TV Reliance)
► KSOO-TV (13) 7/18/57-Unknown

TENNESSEE

BRISTOL—
WCYB-TV (5) (See Bristol, Va.)
CHATTANOOGA—
WDEF-TV (12) CBS; Branham; N; $450
WRGP-TV (3) NBC; H-R; N; $400
WTVC (9) ABC; Meeker; $425
JACKSON—
WDXI-TV (7) CBS, ABC; Venard $250
JOHNSON CITY—
WJHL-TV (11) CBS, ABC; Pearson; $300
KRSD-TV (7) NBC; Devney; $147.75
KNOXVILLE—
WATE-TV (6) NBC; Avery-Knodel; N; $600
WBIR-TV (10) CBS; Katz; N; $600
WTVK (26) ABC; Pearson; N; $300
MEMPHIS—
WHBQ-TV (13) ABC; H-R; $900
WKNO-TV (*10)
WMCT (5) NBC; Blair Tv; N; $900
WREC-TV (3) CBS; Katz; $900
► WAMT (48) 2/13/58-Unknown
NASHVILLE—
WLAC-TV (5) CBS; Katz; N; $825
WSIX-TV (8) ABC; H-R; $700
WSM-TV (4) NBC; Petry; N; $900

TEXAS

ABILENE—
KRBC-TV (9) NBC, ABC; Raymer; $247.50
AMARILLO—
KFDA-TV (10) CBS; Blair Tv Assoc.; $340
KGNC-TV (4) NBC; Katz; N; $340
KVII (7) ABC; Venard; $300
AUSTIN—
KTBC-TV (7) CBS, ABC, NBC; Raymer; N; $525
BEAUMONT—
KFDM-TV (6) CBS, ABC; Peters, Griffin, Woodward; N; $350
KPAC-TV (4) See Port Arthur
► KMBT (31) See footnote
BIG SPRING—
KEDY-TV (4) (Satellite of KDUB-TV Lubbock)
BROWNWOOD—
► KNBT-TV (19) 6/6/56-Unknown
BRYAN—
KBTX-TV (3) ABC, CBS; Raymer; $150
CORPUS CHRISTI—
KRIS-TV (6) NBC, ABC; Peters, Griffin, Woodward; N, LF, LS; $300
KZTV (10) CBS, ABC; H-R; $300
► KVDO-TV (22) See footnote
DALLAS—
KRLD-TV (4) CBS; Branham; N, LF, LS; VTR; $1,100
WFAA-TV (8) ABC; Petry; N; LF, LS; VTR; $1,000
EL PASO—
KELP-TV (13) ABC; Young; $300
KROD-TV (4) CBS; Branham; N; $450
KTSM-TV (9) NBC; Hollingbery; N; $375
FT. WORTH—
KFJZ-TV (11) Blair Tv; $1,000
WBAP-TV (5) NBC; Peters, Griffin, Woodward; N, LL, LF, LS; $1,000
HARLINGEN (BROWNSVILLE, McALLEN, WESLACO)—
KGBT-TV (4) CBS, ABC; H-R; $300
HOUSTON—
KGUL-TV (11) CBS; CBS Spot Sls.; N; $1,200
KPRC-TV (2) NBC; Petry; N, LF, LS; $1,200
KTRK (13) ABC; Hollingbery; N, LF, LS; $1,000
KUHT (*8)
► KNUZ-TV (39) See footnote
► KXYZ-TV (29) 6/18/53-Unknown
LAREDO—
KHAD-TV (8) CBS, NBC, ABC; Pearson; $187.50
LUBBOCK—
KCBD-TV (11) NBC; ABC Raymer; N; $480
KDUB-TV (13) CBS; Branham; N, LS, LF; VTR; $400
► KTXT-TV (5) 5/21/58-Unknown
LUFKIN—
KTRE-TV (9) NBC; Venard; $225
MIDLAND—
KMID-TV (2) NBC, ABC; Venard; N; $300
MONAHANS—
► KVKM-TV (9) 8/1/57-10/1/58
NACOGDOCHES—
► KTES (19) 6/21/57-Unknown
ODESSA—
KOSA-TV (7) CBS; Bolling; $300
PORT ARTHUR (BEAUMONT)—
KPAC-TV (4) NBC, ABC; Raymer; N; $350
SAN ANGELO—
KCTV (8) CBS, ABC, NBC; Venard; $200
SAN ANTONIO—
KCOR-TV (41) O'Connell; $200
KENS-TV (5) CBS; Peters, Griffin, Woodward; N; VTR; $700
KONO-TV (12) ABC; H-R; $700
WOAI-TV (4) NBC; Petry; N, LL, LF, LS; $700
SWEETWATER (ABILENE)—
KPAR-TV (12) (Satellite of KDUB-TV Lubbock)

TEMPLE (WACO)—
KCEN-TV (6) NBC; Blair Tv Assoc.; N; $350
TEXARKANA (TEXARKANA, ARK.)—
KCMC-TV (6) CBS, ABC; Venard; N; $260
TYLER—
KLTV (7) ABC, NBC, CBS; H-R; N; $300
VICTORIA—
► KMVA-TV (19) 5/2/57-Unknown
WACO (TEMPLE)—
KWTX-TV (10) ABC, CBS; Raymer; N; $375
WESLACO (BROWNSVILLE, HARLINGEN, McALLEN)—
KRGV-TV (5) NBC, ABC; Raymer; $300
WICHITA FALLS—
KFDX-TV (3) NBC, ABC; Raymer N, LF, LS; $350
KSYD-TV (6) CBS; Blair Tv Assoc.; N; $350

UTAH

LOGAN—
► KVNU-TV (12) 2/27/58-Unknown
OGDEN—
► United Telecasting & Radio Co. (9) Initial Decision, 6/9/58
PROVO—
► KLOR-TV (11) 12/11/57-August
SALT LAKE CITY—
KSL-TV (5) CBS; CBS Spot Sls.; N; $650
KTVT (4) NBC; Katz; N, LS; $650
KUED (*7)
KUTV (2) ABC; Avery-Knodel; $600

VERMONT

BRATTLEBORO—
WRLP (32) See Greenfield, Mass.
BURLINGTON—
WCAX-TV (3) CBS; Weed; $450

VIRGINIA

ARLINGTON—
► WARL-TV (20) 10/10/56-Unknown
BRISTOL—
WCYB-TV (5) NBC, ABC; Weed; N, LF, LS; $300
DANVILLE—
► WBTM-TV (24) See footnote
HAMPTON—
WVEC-TV (15) See Norfolk
HARRISONBURG—
WSVA-TV (3) CBS, NBC; Peters, Griffin, Woodward; N; $250
LYNCHBURG—
WLVA-TV (13) ABC; Hollingbery; $300
NEWPORT NEWS—
► WACH-TV (33) See footnote
NORFOLK—
WAVY-TV (10) (See Portsmouth)
WTAR-TV (3) CBS; Petry; N, LF, LS; $875
WTOV-TV (27) McGillvra; LL, LS; $380
WVEC-TV (15) NBC; Avery-Knodel; N; $350
PETERSBURG—
WXEX-TV (8) NBC; Select; N, LF, LS; $750
PORTSMOUTH—
WAVY-TV (10) ABC; H-R; N, LF, LS; $700
RICHMOND—
WRVA-TV (12) CBS; Harrington, Righter & Parsons; N, LF, LS; $700
WTVR (6) ABC, CBS, NBC; Blair Tv Assoc.; N, LF, LS; $875
WXEX-TV (8) See Petersburg
ROANOKE—
WDBJ-TV (7) CBS; Peters, Griffin, Woodward; N, LF, LS; $600
WSLS-TV (10) NBC, ABC; Avery-Knodel; N, LF, LS; $675

WASHINGTON

BELLINGHAM—
KVOS-TV (12) CBS; Forjoe; $650
EPHRATA—
KBAS-TV (16) (Satellite of KIMA-TV Yakima)
KENNEWICK—
KTRX (31) Forjoe; $240
PASCO—
KEPR-TV (19) (Satellite of KIMA-TV Yakima)
SEATTLE (TACOMA)—
KCTS (*9)
KING-TV (5) ABC; Blair Tv; N, LF, LS; $1,100
KIRO-TV (7) CBS; Peters, Griffin, Woodward; N, LF, LS; $1,100
KOMO-TV (4) NBC; NBC Spot Sls.; N, LL, LF, LS; $1,125
KTNT-TV (11) Weed; $625
KTVW (13) Hollingbery; $425
SPOKANE—
KHQ-TV (6) NBC; Katz; N, LL, LF, LS; $625
KREM-TV (2) ABC; Petry; N, LF, LS; $500
KXLY-TV (4) CBS; Avery-Knodel; N; $600
VANCOUVER—
► KVAN-TV (21) 9/25/53-Unknown; Bolling
YAKIMA—
KIMA-TV (29) CBS, ABC, NBC; Weed; N; $550 (Includes satellites KEPR-TV Pasco, KBAS-TV Ephrata and KLEW-TV Lewiston, Idaho.)

WEST VIRGINIA

BLUEFIELD—
WHIS-TV (6) NBC, ABC; Katz; N; $240
CHARLESTON—
WCHS-TV (8) CBS; Branham; N, LF, LS; $650
► WKNA-TV (49) See footnote
CLARKSBURG—
WBOY-TV (12) NBC, ABC, CBS; Avery-Knodel; N; $250
FAIRMONT—
► WJPB-TV (35) See footnote
HUNTINGTON—
WHTN-TV (13) CBS; Petry; N; $800
WSAZ-TV (3) NBC; Katz; N, LL, LF, LS; $1,000
OAK HILL (BECKLEY)—
WOAY-TV (4) ABC; Pearson; $200
PARKERSBURG—
WTAP (15) NBC, ABC, CBS; Pearson; $150
WHEELING (STEUBENVILLE, OHIO)—
WSTV-TV (9) See Steubenville, Ohio
WTRF-TV (7) NBC, ABC; Hollingbery; N; $600
► WLTV (51) 2/11/53-Unknown

WISCONSIN

EAU CLAIRE—
WEAU-TV (13) NBC, ABC, CBS, Hollingbery; N; $300
GREEN BAY—
WBAY-TV (2) CBS; Weed; N; $500
WFRV-TV (5) ABC, CBS; Headley-Reed; $500
WMBV-TV (11) See Marinette
LA CROSSE—
WKBT (8) CBS, ABC, NBC; H-R; $360
MADISON—
WHA-TV (*21)
WISC-TV (3) CBS; Peters, Griffin, Woodward; N, LF, LS; $550
WKOW-TV (27) ABC; Headley-Reed; N; $280
WMTV (33) NBC; Weed; N; $325
MARINETTE (GREEN BAY)—
WMBV-TV (11) NBC; Hollingbery; N; $300
MILWAUKEE—
WISN-TV (12) AC; Petry; $1,000
WITI-TV (6) Blair Tv Assoc.; LL, LF, LS; $600
WMVS-TV (*10)
WTMJ-TV (4) NBC; Harrington, Righter & Parsons; N, LL, LF, LS; $1,450
WXIX (19) CBS; CBS Spot Sls.; N; $800
► WFOX-TV (31) 5/4/55-Unknown
► WCAN-TV (25) See footnote
SUPERIOR (DULUTH, MINN.)—
KDAL-TV (3) See Duluth, Minn.
WDSM-TV (6) NBC, ABC; Peters, Griffin, Woodward; N; $500
WAUSAU—
WSAU-TV (7) CBS, NBC (ABC per program basis); Meeker; N; $350
WHITEFISH BAY—
WITI-TV (6) See Milwaukee

WYOMING

CASPER—
KSPR-TV (6) CBS; Walker-Rawalt; $120
KTWO-TV (2) NBC, ABC, CBS; Meeker; $150
CHEYENNE—
KFBC-TV (5) CBS, ABC, NBC; Hollingbery; N; $200
RIVERTON—
KWRB-TV (10) CBS; Meeker; $150
SHERIDAN—
KTWX-TV (9) ABC, NBC; Meeker; $120

GUAM

AGANA—
KUAM-TV (8) NBC, ABC, CBS; Intercontinental; $120

HAWAII

HILO—
KHBC-TV (9) (Satellite of KGMB-TV Honolulu)
HONOLULU—
KGMB-TV (9) CBS; Peters, Griffin, Woodward; $400 (Includes satellites KMAU-TV Wailuku, KHBC-TV Hilo.)
KHVH-TV (13) Smith Assoc.; LL, LF, LS
KONA (2) NBC; NBC Spot Sls.; $472.50
KULA-TV (4) ABC; Young; $300
WAILUKU—
KMAU-TV (3) (Satellite KGMB-TV Honolulu)
KMVI-TV (12) (Satellite KONA Honolulu)

PUERTO RICO

CAGUAS—
► WKBM-TV (11) 5/3/56-Unknown
MAYAGUEZ—
WORA-TV (5) ABC, CBS; Inter-American; $150
► Dept. of Education of Puerto Rico (3) Initial Decision 10/16/57
PONCE—
WRIK-TV (7) CBS, ABC; Inter-American; N, LF; $150
WSUR-TV (9) Pan American Bcstg.; $150
SAN JUAN—
WAPA-TV (4) NBC, ABC; Caribbean Networks; $325
WIPR-TV (*6)
WKAQ-TV (2) CBS; Inter-American; $375

CANADA

ARGENTINA, NFLD.—
CJOX-TV (10) (satellite of CJON-TV St. John's)
BARRIE, ONT.—
CKVR-TV (3) CBC; Mulvihill, Young; $300
BRANDON, MAN.—
CKX-TV (5) CBC; All-Canada, Weed; $170
CALGARY, ALTA.—
CHCT-TV (2) CBC; All-Canada, Weed; $380
CHARLOTTETOWN, P.E.I.—
CFCY-TV (13) CBC; All-Canada, Weed; $190
EDMONTON, ALTA.—
CFRN-TV (3) CBC; Tv Reps. Ltd., Young; $450
ELLIOT LAKE, ONT.—
CKSO-TV-1 (3) (Satellite CKSO-TV Sudbury, Ont.)
HALIFAX, N. S.—
CBHT (3) CBC; $300
HAMILTON, ONT.—
CHCH-TV (11) CBC; All-Canada, Young; $650
JONQUIERE, QUE.—
CKRS-TV (12) CBC; Young, Hardy; $265
KAMLOOPS, B. C.—
CFCR-TV (4) CBC; All-Canada, Young; $75
KAPUSKASING, ONT.—
CFCL-TV-1 (3) (Satellite of CFCL-TV Timmons, Ont.)
KELOWNA, B. C.—
CHBC-TV (2) CBC; All-Canada, Weed; $175
KINGSTON, ONT.—
CKWS-TV (11) CBC; All-Canada, Weed; $280
KITCHENER, ONT.—
CKCO-TV (13) CBC; Hardy, Hunt, Weed; $485
LETHBRIDGE, ALTA.—
CJLH-TV (7) CBC; All-Canada, Weed; $160
LONDON, ONT.—
CFPL-TV (10) CBC; All-Canada, Weed; N, LF, LS; $525
MATANE, QUE.—
CKBL-TV (9) CBC; Hardy; $160
MEDICINE HAT, ALTA.—
CHAT-TV (6) CBC; Weed; N; $100
MONCTON, N. B.—
CKCW-TV (2) CBC; Stovin-Byles, Young; $250
MONTREAL, QUE.—
CBFT (2) CBC (French), CBC; $1,000
CBMT (6) CBC; $750
NORTH BAY, ONT.—
CKGN-TV (10) CBC; Young, Mulvihill, Hunt; $180
OTTAWA, ONT.—
CBOFT (9) CBC (French), CBC; $300
CBOT (4) CBC; $400
PENTICTON, B. C.—
CHBC-TV-1 (13) Satellite of CHBC-TV Kelowna, B. C.
PETERBOROUGH, ONT.—
CHEX-TV (12) CBC; All-Canada, Weed; $265
PORT ARTHUR, ONT.—
CFCJ-TV (2) CBC; All-Canada, Weed; $225
PRINCE ALBERT, SASK.—
CKBI-TV (5) CBC; All-Canada, Weed; $175
QUEBEC CITY, QUE.—
CFCM-TV (4) CBC; Hardy, Weed; $475
CKMI-TV (5) CBC; Stovin-Byles, Weed; $250
RED DEER, ALTA.—
CHCA-TV (6) CBC; Hunt, Potts; N; $130
REGINA, SASK.—
CKCK-TV (2) CBC; All-Canada, Weed; $300
RIMOUSKI, QUE.—
CJBR-TV (3) CBC (French); Stovin-Byles, Weed; $260
ROUYN, QUE.—
CKRN-TV (4) CBC (French); Weed; $160
ST. JOHN, N. B.—
CHJS-TV (4) CBC, ABC, CBS, NBC; All-Canada, Weed; $340
ST. JOHN'S, NFDL.—
CJON-TV (6) ABC, CBS, NBC; Weed, Stovin-Byles; $250
SASKATOON, SASK.—
CFQC-TV (8) CBC, ABC, CBS, NBC; Young; $260
SAULT STE. MARIE, ONT.—
CJIC-TV (2) CBC, ABC, CBS, NBC; Weed, All-Canada; $200
SHERBROOKE, QUE.—
CHLT-TV (7) CBC (French); Canadian Reps., Hardy; $460
SUDBURY, ONT.—
CKSO-TV (5) CBC; All-Canada, Weed; N; $270
SWIFT CURRENT, SASK.—
CFJB-TV (5) Forjoe; $120
SYDNEY, N. S.—
CJCB-TV (4) CBC; All-Canada, Weed; $275
THREE RIVERS, QUE.—
CKTM-TV (13) CBC; Weed, Hunt-Hardy; $255
TIMMINS, ONT.—
CFCL-TV (6) CBC; Mulvihill, Hunt; $200
TORONTO, ONT.—
CBLT (6) CBC; $1,000
TROIS RIVIERES—
CFTM-TV (13) CBC (French); Weed, Hardy, Hunt
VANCOUVER, B. C.—
CBUT (2) CBC; $580
VERNON, B. C.—
CHBC-TV-2 (7) (Satellite CHBC-TV Kelowna)
VICTORIA, B. C.—
CHEK-TV (6) CBC; Forjoe; $210
WINDSOR, ONT. (DETROIT, MICH.)—
CKLW-TV (9) CBC; Young; $1,400
WINGHAM, ONT.—
CKNX-TV (8) CBC; All Canada, Young; $250
WINNIPEG, MAN.—
CBWT (3) CBC; $400
YORKTON, SASK.—
CKOS-TV (3) Devney, Stovin-Byles; $135

MEXICO

JUAREZ (EL PASO, TEX.)—
XEJ-TV (5) National Time Sales; $240
MEXICALI—
XEM-TV (3) National Time Sales, Oakes; $200
TIJUANA (SAN DIEGO)—
XETV (6) ABC; Weed; $800

A total of 46 stations have suspended regular operation but have not turned in CP's.

TV NETWORK SHOWSHEET

THE PROGRAMS, THE SCHEDULES, THE SPONSORS *Published first issue in each quarter*

Networks are listed alphabetically with the following information: time, program title in italics, followed by sponsors or type of sponsorship. Abbreviations: sust., sustaining; part., participating; alt., alternate sponsor; F, film; L, live. All times are NYT.

SUNDAY MORNING

10-11 a.m.

ABC-TV No network service.
CBS-TV 10-10:30 *Lamp Unto My Feet*, sust., L; 10:30-11 *Look Up & Live*, sust., L.
NBC-TV No network service.

11 a.m.-Noon

ABC-TV No network service.
CBS-TV 11-11:30 *Eye On New York*, sust., L; 11:30-12 *Camera Three*, sust., L.
NBC-TV No network service.

SUNDAY AFTERNOON

Noon-1 p.m.

ABC-TV No network service.
CBS-TV No network service.
NBC-TV No network service.

1-2 p.m.

ABC-TV No network service.
CBS-TV 1-1:05 No network service; 1:05-1:15 *Baseball Preview*, General Mills, American Home Products, L; Approx. 1:15-conclusion *Baseball Game of the Week*, Colgate, Philip Morris, Falstaff Brewing, L.
NBC-TV No network service.

2-3 p.m.

ABC-TV No network service.
CBS-TV *Game of the Day* (cont.)
NBC-TV No network service.

3-4 p.m.

ABC-TV 3-3:30 *Johns Hopkins File*, sust., L; 3:30-4 *College News Conference*, sust., L.
CBS-TV *Game of the Day* (cont.).
NBC-TV No network service.

4-5 p.m.

ABC-TV No network service.
CBS-TV *Game of the Day* (cont.).
NBC-TV 4-4:30 *Watch Mr. Wizard*, sust., L; *Youth Wants to Know*, sust., L.

5-6 p.m.

ABC-TV 5-5:30 No network service; 5:30-6 *Lone Ranger*, General Mills, F.
CBS-TV 5-5:30 *The Last Word*, sust., L; 5:30-6 *Face the Nation*, sust., L.
NBC-TV 5-5:30 *Frontiers of Faith*, sust., L; 5:30-6 *Comment*, sust., L.

SUNDAY EVENING

6-7 p.m.

ABC-TV No network service.
CBS-TV 6-6:25 *The Search*, sust., L; 6:25-6:30 *CBS News*, sust., L; 6:30-7 *Twentieth Century*, Prudential Life Insurance, F.
NBC-TV 6-6:30 *Meet the Press*, sust., L., 6:30-7 *Outlook*, sust., F.

7-8 p.m.

ABC-TV 7-7:30 *You Asked For It*, Skippy peanut butter, F; 7:30-8 *Maverick*, Kaiser Companies.
CBS-TV 7-7:30 *Lassie*, Campbell Soup, F; 7:30-8 *The Brothers*, American Tobacco, F.
NBC-TV 7-7:30 *Noah's Ark*, sust., F; st. 9/14 To be announced; 7:30-8 *No Warning*, Royal McBee, P. Lorillard, F; st. 9/14 To be announced.

8-9 p.m.

ABC-TV 8-8:30 *Maverick* (cont.), Kaiser Companies, F; 8:30-9 *Anybody Can Play*, R. J. Reynolds, L.
CBS-TV 8-9 *Ed Sullivan*, Mercury, Eastman Kodak, L.
NBC-TV 8-9 *Steve Allen Presents Eydie Gorme and Steve Lawrence*, L, Greyhound, Procter & Gamble, American Machine & Foundry; st. 9/7 *Steve Allen Show*, Greyhound, DuPont, Polaroid, L.

9-10 p.m.

ABC-TV 9-9:30 *Baseball Corner*, General Mills, L; 9:30-10 *Open Hearing* sust., L.
CBS-TV 9-9:30 *GE Theatre*, General Electric, F; 9:30-10 *Alfred Hitchcock*, Bristol-Myers, F.
NBC-TV 9-10 *Chevy Show*, Chevrolet, L.

10-11 p.m.

ABC-TV 10-10:30 *Mike Wallace Interview*, sust., L; 10-10:30 No network service.
CBS-TV 10-10:30 *$64,000 Challenge*, P. Lorillard, Revlon, alts., L; 10:30-11 *What's My Line?* Helene Curtis, Kellogg, alts., L.
NBC-TV 10-10:30 *Decision*, Procter & Gamble, F; 10:30-11 No network service.

MONDAY-FRIDAY MORNING

7-8 a.m.

ABC-TV No network service.
CBS-TV No network service.
NBC-TV 7-8 *Today*, Alden Rug Mills, American Can Co., Amity Leather Products, California Prune Advisory Board, Canada Dry Inc., Drexel Furniture Co., Hanes Knitting Co., Nat'l Assn. of Insurance Agents, Rock of Ages, Stephen Distributing Corp., Sterling Drug, Liftsavers, Washington State Potato Commission, part., L.

8-9 a.m.

ABC-TV No network service.
CBS-TV 8-8:45 *Captain Kangaroo;* 8:45-9 *CBS Morning News.*
NBC-TV 8-9 *Today* (cont.).

9-10 a.m.

ABC-TV No network service.
CBS-TV No network service.
NBC-TV 9-10 *Today* (cont.).

10-11 a.m.

ABC-TV No network service.
CBS-TV 10-10:30 *Play Your Hunch*, sust., L; 10:30-11 *How Do You Rate?*, sust., L.
NBC-TV 10-10:30 *Dough Re Mi*, sust., L; 10:30-11 *Treasure Hunt*, Procter & Gamble, Brillo, Alberto Culver, Corn Products, General Mills, Heinz, General Foods, Sterling Drugs, part., L.

11 a.m.-Noon

ABC-TV No network service.
CBS-TV 11-11:30 *Arthur Godfrey Time*, Standard Brands, General Foods, Peter Paul, Armour, Bristol-Myers, Pharma-Craft, L; 11:30-12 *Dotto*, Colgate, L.
NBC-TV 11-11:30 *The Price Is Right*, Lever, Sterling Drug, Whitehall, General Mills, Standard Brands, General Foods, Sterling Drugs, SOS, Alberto Culver, Miles, Corn Products, part., L; 11:30-12 *Truth or Consequences*, Lever, Sterling Drug, Alberto Culver, General Foods, part., L; st. 7/29 *Concentration*, same participants as T or C, with Heinz, L.

MONDAY-FRIDAY AFTERNOON

Noon-1 p.m.

ABC-TV No network service.
CBS-TV 12-12:30 *Love of Life*, American Home Products, Procter & Gamble, Altantis, and sust., L; 12:30-12:45 *Search for Tomorrow*, Procter & Gamble, L; 12:45-1 *Guiding Light*, Procter & Gamble, L.
NBC-TV 12-12:30 *Tic Tac Dough*, Procter & Gamble, Church & Dwight, Toni, Standard Brands, General Mills, Heinz, Alberto Culver, part., L; 12.30-1 *It Could Be You*, Procter & Gamble, Mentholatum, Alberto Culver, Brillo, General Foods, Corn Products, Miles, Brown & Williamson, Whitehall, part., L.

1-2 p.m.

ABC-TV No network service.
CBS-TV 1-1:25 No network service; 1:25-1:30 *Network News*, sust., L; 1:30-2 *The World Turns*, Procter & Gamble, Pillsbury, Swift, L.
NBC-TV 1-2 No network service.

2-3 p.m.

ABC-TV No network service.
CBS-TV 2-2:30 *Beat the Clock*, Nestle, Atlantis, Sunshine, Kodak, Lever, General Mills, Johnson & Johnson, and sust. segments, L; 2:30-3 *Art Linkletter's Houseparty;* Kellogg, Lever, Pillsbury, Swift, Standard Brands, Toni, Stanley, Carnation, Chicken of the Sea, Atlantis.
NBC-TV 2-2:30 *Lucky Partners*, Alberto Culver, Standard Brands, part., L; 2:30-3 *Haggis Baggis*, Mentholatum, part., L.

3-4 p.m.

ABC-TV 3-3:30 *American Bandstand*, co-op, L; 3:30-4 *Do You Trust Your Wife*, part., L.
CBS-TV 3-3:30 *The Big Payoff*, Colgate-Palmolive and sust., L; 3:30-4 *The Verdict Is Yours*, General Mills, Toni, Swift, Atlantis Sales, Standard Brands, Bristol-Myers, Johnson & Johnson, and sust., L.
NBC-TV 3-3:30 *Today Is Ours*, Procter & Gamble, Sterling Drug, Heinz, Alberto Culver, Whirlpool, part., L; 3:30-4 *From These Roots*, Procter & Gamble, Alberto Culver, part., L.

4-5 p.m.

ABC-TV 4-5 *American Bandstand*, Lever Bros., Carter Products, General Mills, Corn Products, Joe Lowe Corp., Polk Miller Products, part., L.
CBS-TV 4-4:15 *The Brighter Day*, Procter & Gamble, L; 4:15-4:30 *Secret Storm*, American Home Products & sust., L; 4:30-5 *Edge of Night*, Procter & Gamble, Standard Brands, Atlantis, Pet Milk, Swift, Pillsbury and sust., L.
NBC-TV 4-4:45 *Queen for a Day*, Procter & Gamble, Whitehall, Toni, Standard Brands, Sandura, Corn Products, Brown & Williamson, Miles, Alberto Culver, part., L; 4:45-5 *Modern Romances*, Sterling Drug, Brillo, part., L.

5-6 p.m.

ABC-TV 5-5:30 (Mon.) *Superman*, Kellogg, Sweets Co., Procter & Gamble, F; (Tues.) *Sir Lancelot*, Corn Products, F; (Wed.) *Wild Bill Hickok*, Kellogg, Procter & Gamble, Sweets Co., F; (Thurs.) *Woody Woodpecker*, Kellogg, F; (Fri.) *The Buccaners*, Corn Products, F; 5:30-6 *Mickey Mouse Club*, AmPar, Armour, Bristol-Myers, General Mills, General Foods, Mattel, Miles Labs., Mars, Pillsbury Mills, F.
CBS-TV 5-6 No network service.
NBC-TV 5-6 No network service.

6-7 p.m.

ABC-TV No network service.
CBS-TV 6-6:45 No network service; 6:45-7 *News*, Brown & Williamson, Whitehall, L.
NBC-TV 6-6:45 No network service; 6.45-7 *News*, sust., L.

7-7:30 p.m.

ABC-TV 7-7:15 *Sports Focus*, sust., L; 7:15-7:30 *John Daly and the News*, sust., L.
CBS-TV 7-7:15 No network service; 7:15-7:30 *News*, Brown & Williamson, Whitehall, L.
NBC-TV 7-7:30 No network service.

11:15 p.m.-1 a.m.

ABC-TV No network service.
CBS-TV No network service.
NBC-TV 11:15 p.m.-1 a.m. *Jack Paar Show* (Mon.-Fri.) Block Drug, Bristol-Myers, Coopers Inc., Liftsavers Inc., Thomas J. Lipton Co., North American Philips Co., Pharmacraft Co., Philip Morris, Polaroid Corp., Polk Miller Products Corp., Stephen Distributing Corp., part., L.

MONDAY EVENING

7:30-8 p.m.

ABC-TV To be announced.
CBS-TV 7:30-8 *Robin Hood*, Johnson & Johnson, Wildroot, alts., F.
NBC-TV 7:30-8 *Haggis Baggis*, sust., L.

8-9 p.m.

ABC-TV 8-8:30 *Cowtown Rodeo*, sust., L; 8:30-9 *Bold Journey*, Ralston-Purina, F.
CBS-TV 8-8:30 *Burns & Allen*, General Mills, Carnation, alts., F; 8:30-9 *Talent Scouts*, Lipton, Toni, alts., L.
NBC-TV 8-8:30 *Restless Gun*, Warner Lambert, alt. wks., F; 8:30-9 *Tales of Wells Fargo*, American Tobacco, Buick, alts., F.

9-10 p.m.

ABC-TV 9-9:30 *Stars of Jazz*, sust., L; 9:30-10 *Polka-Go-Round*, sust., L.
CBS-TV 9-9:30 *Danny Thomas*, General Foods, F; eff. 7/18 *Top 10 of Lucy*, General Foods, F; 9:30-10 *Frontier Justice*, General Foods, F.
NBC-TV 9-9:30 *Twenty-One*, Pharmaceuticals Inc., L; st. 9/22 *Peter Gunn*, Bristol-Myers, F; 9:30-10 *Goodyear Theatre*, Goodyear, F; alternating with *Alcoa Theatre*, Alcoa, F.

10-11 p.m.

ABC-TV No network service.
CBS-TV 10-11 *Studio One in Hollywood*, Westinghouse, L.
NBC-TV 10-11 *Suspicion*, Procter & Gamble, Sterling Drug, F.

TUESDAY EVENING

7:30-8 p.m.

ABC-TV 7:30-8 *Cheyenne*, General Electric, alternating with *Sugarfoot*, American Chicle, Colgate-Palmolive, F.
CBS-TV 7:30-8 *Name That Tune*, Kellogg, Whitehall, alts., L.
NBC-TV 7:30-8 *Win With a Winner*, sust., L; 9/23 *Dragnet*, sust., F.

8-9 p.m.

ABC-TV *Cheyenne* (cont.) General Electric. alternating with *Sugarfoot*, American Chicle, Colgate-Palmolive, F; 8:30-9 *Wyatt Earp*, General Mills, Procter & Gamble alts. F.
CBS-TV 8-8:30 *Mr. Adams and Eve*, R. J. Reynolds, L; 8:30-9 *Adorn Playhouse*, Toni, F.
NBC-TV 8-9 *The Investigator*, RCA-Whirlpool, Liggett & Myers, L; 9/23 *Gobel-Fisher*, RCA-Whirlpool, Liggett & Myers, L.

9-10 p.m.

ABC-TV 9-9:30 *Broken Arrow*, Miles Labs, Ralston-Purina, alt., F; 9:30-10 *Pantomine Quiz*, Associated Products, L.
CBS-TV 9-9:30 *To Tell the Truth*, Pharmaceuticals

Inc., Philip Morris, alts., L; 9:30-10 *Red Skelton Show*, S. C. Johnson & Son, Pet Milk, alts., F.
NBC-TV 9-9:30 *Dotto*, Colgate, L; 9:30-10 *Bob Cummings Show*, Reynolds Tobacco, Chesebrough-Ponds, F.

10-11 p.m.

ABC-TV 10-10:30 *West Point*, Van-Heusen, F; July 8-29 *March of Medicine*, sust., L; beginning Aug. 5 *Yonker's Raceway*, sust., L; 10:30-11 No network service.
CBS-TV 10-10:30 *The $64,000 Question*, Revlon, L; 10:30-11 No network service.
NBC-TV 10-10:30 *The Californians*, Singer, Lipton, F; 10:30-11 No network service.

WEDNESDAY EVENING

7:30-8 p.m.

ABC-TV 7:30-8 *Disneyland*, General Mills, General Foods, Reynolds Metals, Derby Foods, F.
CBS-TV 7:30-8 *Sing-A-Long*, sust., L.
NBC-TV 7:30-8 *Wagon Train*, General Foods, Ford, F.

8-9 p.m.

ABC-TV 8-8:30 *Disneyland* (cont.), General Mills, Reynolds Metals, Derby Foods, F; 8:30-9 *Tombstone Territory*, Bristol-Myers, F.
CBS-TV 8-8:30 *Leave It to Beaver*, Remington Rand, sust., F; 8:30-9 *Johnson's Wax Theatre*, S. C. Johnson, F.
NBC-TV 8-8:30 *Wagon Train* (cont.), 8:30-9 *Father Knows Best*, Lever, Scott, F.

9-10 p.m.

ABC-TV 9-9:30 *Adventures of Ozzie & Harriet*, Eastman Kodak, F; 9:30-10 *Traffic Court*, sust., L.
CBS-TV 9-9:30 *The Millionaire*, Colgate, F; 9:30-10 *I've Got a Secret*, R. J. Reynolds, L.
NBC-TV 9-10 *Kraft Television Theatre*, Kraft Foods, L.

10-11 p.m.

ABC-TV 10-11 *Wednesday Night Fights*, Miles, Mennen, L.
CBS-TV 10-11 *U. S. Steel Hour*, U. S. Steel, alternating with *Armstrong Circle Theatre*, Armstrong Cork, L.
NBC-TV 10-10:30 *It Could Be You*, Procter & Gamble, L; 10:30-11 No network service.

THURSDAY EVENING

7:30-8 p.m.

ABC-TV 7:30-8 *Circus Boy*, Kellogg, F.
CBS-TV 7:30-8 *Sgt. Preston of the Yukon*, Quaker Oats, F.
NBC-TV 7:30-8 *Tic Tac Dough*, Warner-Lambert, alt. wks., L.

8-9 p.m.

ABC-TV 8-8:30 *Zorro*, A. C. Spark Plug, Seven-Up Co., F; 8:30-9 No network service.
CBS-TV 8-8:30 *Richard Diamond*, P. Lorillard, F; 8:30-9 *Verdict Is Yours*, sust., L.
NBC-TV 8-8:30 *You Bet Your Life*, Toni, De Soto, F; 8:30-9 *Dragnet*, Schick, Liggett & Myers, F.

9-10 p.m.

ABC-TV 9-9:30 *Chevy Showroom Starring Andy Williams*, Chevrolet, F; 9:30-10 *Navy Log*, U. S. Rubber, F.
CBS-TV 9-9:30 *Verdict Is Yours*, cont.; 9:30-10 *Playhouse 90*, Bristol-Myers, American Gas Assn., Kimberly-Clark, All State Inc., Pillsbury, R. J. Reynolds, alt. schedules, L & F.
NBC-TV 9-9:30 *People's Choice*, Borden, American Home Products, F; 9:30-10 *Buckskin*, Ford, F.

10-11 p.m.

ABC-TV 10:10:30 *Confession*, sust., L; 10:30-11 No network service.
CBS-TV 10-11 *Playhouse 90* (cont.).
NBC-TV 10-10:30 *The Price Is Right*, Lever, L; 10:30-11 *Music Bingo*, Hazel Bishop, 5-Day Deodorant, L.

FRIDAY EVENING

7:30-8 p.m.

ABC-TV 7:30-8 *Rin Tin Tin*, National Biscuit Co., F.
CBS-TV 7:30-8 *Boing Boing Show*, sust., F.
NBC-TV 7:30-8 *The Big Game*, sust., L.

8-9 p.m.

ABC-TV 8-8:30 *Jim Bowie*, American Chicle, F; 8:30-9 *This Is Music*, sust., L.
CBS-TV 8-8:30 *Trackdown*, American Tobacco, Socony Mobil Oil, F; 8:30-9 *Zane Grey Theatre*, General Foods, Ford, alts., eff. 7/25 *Destiny Theatre*, General Foods, Ford, alts., F.
NBC-TV 8-8:30 *Jefferson Drum*, P. Lorillard, Chemstrand, F; 8:30-9 *Life of Riley*, Lever, F; st. 8/29 *Northwest Passage*, sust. F.

9-10 p.m.

ABC-TV 9-9:30 *E. S. P.*, Chesebrough Pond's L; 9:30-10 *Frigidaire Summer Theatre*, Frigidaire, F.
CBS-TV 9-9:30 *Phil Silvers Show*, R. J. Reynolds, Procter & Gamble, alts., F; 9:30-10 *Schlitz Playhouse*, Schlitz Brewing, F.
NBC-TV 9-9:30 *M Squad*, American Tobacco, Quaker, F; 9:30-10 *The Thin Man*, Colgate-Palmolive, F.

10-11 p.m.

ABC-TV 10-10:30 *Harness Racing*, sust., L; 10:30-11 No network service.
CBS-TV 10-10:30 *Undercurrent*, Brown & Williamson, Procter & Gamble, alts., F; 10:30-11 To be announced.
NBC-TV 10-10:45 *Gillette Cavalcade of Sports*, Gillette, L; 10:45-11 *Post Fight Beat*, Bristol-Myers, L.

SATURDAY MORNING

9-10 a.m.

ABC-TV No network service.
CBS-TV 9-9:30 No network service; 9:30-10 *Captain Kangarco*, General Mills & sust., L.
NBC-TV 9-10 No network service.

10-11 a.m.

ABC-TV No network service.
CBS-TV 10-10:30 *Captain Kangaroo*, General Mills & sust., L; 10:30-11 *Mighty Mouse Playhouse*, General Foods, Colgate-Palmolive, alts., F.
NBC-TV 10-10:30 *Howdy Doody*, Continental Baking L; 10:30-11 *Ruff and Reddy*, General Foods, L & F.

11 a.m.-Noon

ABC-TV No network service.
CBS-TV 11-11:30 *Heckle & Jeckle*, sust., F; 11:30-12 *Saturday Playhouse*, sust., F.
NBC-TV 11-11:30 *Fury*, General Foods, F; 11:30-12 *Blondie*, sust., F.

SATURDAY AFTERNOON

Noon-1 p.m.

ABC-TV No network service.
CBS-TV 12-1 *Jimmy Dean Show*, Armstrong Cork & sust., L.
NBC-TV 12-12:30 *True Story*, Sterling Drug, L; 12:30-1 *Detective's Diary*, Sterling Drug, F.

SPECIAL PROGRAMS

NBC-TV

July 8: 12:45—conclusion.
All Star Baseball Game, Gillette.
July 15: 8-9 p.m.
Shirley Temple Storybook, "The Little Lame Prince," National Dairy, Hill Bros.
Aug. 19: 8-9 p.m.
Shirley Temple Storybook, "The Magic Fishbone," Nat'l Dairy, Hill Bros.
Sept. 10: 8-9 p.m.
Shirley Temple Storybook, "The Wild Swans," Nat'l Dairy, Hill Bros., Breck.

1-2 p.m.

ABC-TV No network service.
CBS-TV 1-1:30 *The Lone Ranger*, General Mills, Nestle, alts., F; 1:30-1:50 No network programming; 1:50-2 *Baseball Preview*, Carter, American Home alts., L.
NBC-TV 1-2 No network service.

2-7:30 p.m.

ABC-TV No network service.
CBS-TV 2-conclusion *Baseball Game of the Week*, State Farm, Auto Ins., Philip Morris, Falstaff, L.
NBC-TV 2-7:30 No network service.

SATURDAY EVENING

7:30-8 p.m.

ABC-TV 7:30-8 *Dick Clark Show*, Beech-Nut Life Savers, L.
CBS-TV 7:30-8 *Perry Mason*, Armour, Libby-Owens-Ford, alts. & sust., F.
NBC-TV 7:30-8 *People Are Funny*, R. J. Reynolds, Toni, F.

8-9 p.m.

ABC-TV 8-8:30 *Dick Clark Show* (cont.); Beech-nut Life Savers, L; 8:30-9 *Country Music Jubilee*, Williamson Dickie, L.
CBS-TV 8-8:30 *Perry Mason* (cont.); 8:30-9 *Top Dollar*, Brown & Williamson, F.
NBC-TV 8-9 *Bob Crosby Show*, Sunbeam, Am. Dairy, Kimberly-Clark, Noxzema, Chemstrand, RCA-Whirlpool, part., L; st. 9/13 *Perry Como Show*, same sponsors., L.

9-10 p.m.

ABC-TV 9-10 *Lawrence Welk Show*, Dodge Division, L.
CBS-TV 9-9:30 *Oh Susannah*, Helene Curtis & Nestle, alts., F.; 9:30-10 *Have Gun, Will Travel*, Whitehall, Lever, alts., F.
NBC-TV 9-9:30 *Club Oasis*, Liggett & Myers, Max Factor, L; st. 9/20 *Steve Canyon*, Liggett & Myers & sust., F; 9:30-10 *Turning Point*, Scott, Schick, F.

10-11 p.m.

ABC-TV 10-10:30 To be announced; 10:30-11 No network service.
CBS-TV 10-10:30 *Gunsmoke*, Liggett & Myers, Remington Rand, alt., F; 10:30-11 No network service.
NBC-TV 10-10:30 *Ted Mack's Original Amateur Hour*, Pharmaceuticals, L; 10:30-11 *Joseph Cotton Show*, American Tobacco, F.; st. 9/6 *Brains & Brawn*, Liggett & Myers, L.

RADIO NETWORK SHOWSHEET

THE PROGRAMS, THE SCHEDULES, THE SPONSORS *Published first issue in each quarter*

Networks are listed alphabetically with the following information: time, program title in italics, followed by sponsors or type of sponsorship. Abbreviations: sust., sustaining; part., participating; alt. alternate sponsor; seg., segmented. All times are NYT. The CBS Radio schedule applies only to the week July 6-12.

SUNDAY MORNING

7-8 a.m.

ABC No network service.
CBS No network service.
MBS 7-7:05 *News*, co-op; 7:05-7:30 *America's Top Tunes*, co-op; 7:30-7:35 *News*, sust.; 7:35-8 *America's Top Tunes*, co-op.
NBC No network service.

8-9 a.m.

ABC 8-8:30 *Radio Bible Class*, Radio Bible Class; 8:30-9 *Wings of Healing*, Dr. Thomas Wyatt.
CBS 8-8:15 *CBS News*, Sust; 8:15-8:30 *The Metropolitan Singers*, sust.; 8:30-9 *Sunday Morning Gatherin'*, co-op.
MBS 8-8:05 *News*, co-op; 8:05-8:30 *America's Top Tunes*, co-op; 8:30-8:35 *News*, sust.; 8:35-9 *America's Top Tunes*, co-op.
NBC No network service.

9-10 a.m.

ABC 9-9:05 *Weekend News*, sust.; 9:05-9:30 No network service; 9:30-10 *Voice of Prophecy*, Voice of Prophecy Inc.
CBS 9-9:15 *CBS Radio World News Roundup*, (seg.); 9:15-9:28:50 *The Music Room*, sust.; 9:28:50-9:30 No network service; 9:30-10 *Church of the Air*, sust.
MBS 9-9:30 *Wings of Healing*, Wings of Healing; 9:30-10 *Back to God*, Christian Reformed Church.
NBC 9-9:05 *News*, sust.; 9:05-9:15 *World News Roundup*, co-op; 9:15-9:30 *Art of Living*, sust.; 9:30-10 *Voice of Prophecy*, Voice of Prophecy.

10-11 a.m.

ABC 10-10:05 *Weekend News*, sust.; 10:05-10:30 *Message of Israel*, sust.; 10:30-10:55 *Negro College Choirs*, sust.; 10:55-11 *Weekend News*, Armour & Co.
CBS 10-10:05 *Robert Trout and the News*, Chevrolet; 10:05-10:28:50 E. Power Biggs. sust.; 10:28:50-10:30 No network service; 10:30-11 *Invitation to Learning*, sust.
MBS 10-10:30 *Radio Bible Class*. Radio Bible Class; 10:30-11 *Voice of Prophecy*, Voice of Prophecy Inc.
NBC 10-10:05 *News*, sust.; 10:05-10:30 *National Radio Pulpit*, sust.; 10:30-11 *Monitor**.

11-a.m.-Noon

ABC 11-11:30 No network service; 11:30-11:55 *Christian In Action*, sust.; 11:55-12 *Weekend News*, Armour & Co.
CBS 11-11:05 *CBS News*, sust.; 11:05-11:15 *Charles Collingwood*, (seg.); 11:15-11:28:50 *Howard K. Smith*; 11:30-12, *Salt Lake Tabernacle Choir*.
MBS 11-11:15 *Frank & Ernest*, Dawn Bible Students Assn.; 11:15-11:30 *How Christian Science Heals*, First Church of Christ. Science; 11:30-11:35 *News*, Bristol-Myers, Armour; 11:35-12 *UN News Around the World*, sust.
NBC 11-12 *Monitor**.

SUNDAY AFTERNOON

Noon-1 p.m.

ABC 12-12:30 No network service; 12:30-12:55 *Moods in Melody*, sust.; 12:55-1 *Weekend News*, Armour & Co.
CBS noon-12:05 *Robert Trout and the News*, Chevrolet; 12:05-12:30 *Vincent Lopez Orchestra*, sust.; 12:30-12:53:50 *Sammy Kaye Orchestra*, sust.; 12:53:50-12:55 No network service; 12:55-1 *Ford Road Show*, Ford Motors.
MBS 12-12:05 *News*, co-op; 12:05-12:30 *America's Top Tunes*, co-op; 12:30-12:35 *Frankie Frisch*, Quaker State Oil Refining Corp.; Bristol-Myers; 12:35-12:45 *America's Top Tunes*, co-op; 12:45-1 *How Christian Science Heals*, First Church of Christ. Science.
NBC 12-12:30 *Monitor**; 12:30-1 *The Eternal Light*.

1-2 p.m.

ABC 1-1:15 *It's Your Business*, sust.; 1:15-1:30 *As We See It*, sust.; 1:30-1:55 *Pilgrimage*, sust.; 1:55-2 *Weekend News*, R. J. Reynolds, General Mills.
CBS 1-1:05 *CBS News* with Neil Strawser*; 1:05-2 *The Best in Music*, sust.
MBS 1-1:15 *News*, co-op; 1:15-1:30 *Keep Healthy*, sust.; 1:30-2 *Lutheran Hour*, Lutheran Laymen's League.
NBC 1-1:30 *Monitor**; 1:30-2 *The Lutheran Hour*, Lutheran Laymen's League.

2-3 p.m.

ABC 2-2:30 *Oral Roberts*, Oral Roberts Inc.; 2:30-3 *Herald of Truth*, Highland Churches of Christ.
CBS 2-2:05 *Robert Trout and the News*, Chevrolet; 2:05-2:55 *The Best In Music*, sust.; 2:55-3 *The Ford Road Show*, Ford Motors.
MBS 2-4:30 (or conclusion) *Warmup, Game of the Day, Scoreboard*, sust.; 2-2:05 *News*, sust.; 2:30-2:35 *News*, Nestle.
NBC 2-2:30 *Monitor**; 2:30-3 *The Catholic Hour*, sust.

3-4 p.m.

ABC 3-3:05 *Weekend News*, Armour & Co.; 3:05-3:10 *Speaking of Sports*, sust.; 3:10-3:30 *Sammy Kaye Serenade*, sust.; 3:30-4 *Hour of Decision*, Billy Graham Evangelistic Assn.
CBS 3-3:05 *CBS News*, sust.; 3:05-4 *World Music Festival*, sust.
MBS 3-3:05 *News*, co-op; 3:30-3:35 *News*, Nestle Co. and *Game of Day*, cont.
NBC 3-4 *Monitor**.

4-5 p.m.

ABC 4-4:30 *Old Fashioned Revival Hour*, Gospel Broadcasting Co.; 4:30-5 *Radio Bible Class*, Radio Bible Class.
CBS 4-4:30 *World Music Festival* (cont.) sust.; 4:30-4:35 *The Ford Road Show*, Ford Motors; 4:35-458:50 *Suspense*, General Motors (seg.); 4:58:50-5 No network service.
MBS 4-4:05 *News*, co-op; 4:30-4:35 *News*, sust.; 4:35-5 America's Top Tunes, co-op.
NBC 4-5 *Monitor**.

5-6 p.m.

ABC 5-5:30 *Dr. Bob Pierce*, World Vision Inc.; 5:30-5:35 *Weekend News*, Reynolds, Gen. Mills.; 5:35-6 *Freedom Sings Concert*, sust.
CBS 5-5:05 *Robert Trout and the News*, Chevrolet; 5:05-5:28:50 *Yours Truly Johnny Dollar*, Ex Lax (seg.); 5:28:50-5:30 No network service; 5:30-5:53:50 *FBI in Peace and War*, Ex Lax, (seg.); 5:55-6 *The Ford Road Show*, Ford Motors.
MBS 5-5:05 *News*, co-op; 5:05-5:30 *America's Top Tunes*, co-op; 5:30-5:35 *Frankie Frisch*, Quaker State Oil Refining Corp.; 5:35-5:45 *America's Top Tunes*, co-op; 5:45-6 *News-Gabriel Heatter*, Nestle.
NBC 5-6 *Monitor**.

SUNDAY EVENING

6-7 p.m.

ABC 6-6:15 *Monday Morning Headlines*, R. J. Reynolds, Gen. Mills; 6:15-6:30 *Paul Harvey News*, Bankers' Life & Casualty Co.; 6:30-6:45 *Quincy Howe*, sust.; 6:45-7 *George Sokolsky*, co-op.
CBS 6-6:45 *CBS News*, sust.; 6:05-6:28:50 *Indictment*, (seg.); 6:28:50-6:30 No network service; 6:30-6:53:50 *Gunsmoke*, Ex Lax, General Mills (seg.); 6:55-7 *Robert Trout and the News*, Chevrolet.
MBS 6-6:05 *News*, co-op; 6:05-6:30 *Insight*, sust.; 6:30-6:35 *News*, National L. P. Gas Council, Bristol-Myers; 6:35-7 *Bill Stern's Sports Beat*, co-op.
NBC 6-6:15 *Monitor**; 6:15-6:30 *On the Line With Bob Considine*, Mutual of Omaha; 6:30-6:32:30 *Monitor**; 6:32:30-7 *Meet the Press*, sust.

7-8 p.m.

ABC 7-7:05 *Speaking of Sports*, sust.; 7:05-7:15 *White House Report*, sust.; 7:15-7:30 *Overseas Assignment*, sust.; 7:30-7:55 No network service; 7:55-8 *Weekend News*, R. J. Reynolds, Gen. Mills.
CBS 7-7:25 To Be Announced; 7:25-7:30 *Douglas Edwards and the News*, Home Inc.; 7:30-7:35 *Patti Page Show*, General Motors; 7:35-7:58:50 *Sez Who*, Ex Lax, General Mills, McFadden Publications (seg); 7:58:50-8 No network service.
MBS 7-7:30 *Wings of Healing*, Wings of Healing; 7:30-7:35 *News*, Bristol-Myers, Ex Lax; 7:35-8 *America's Top Tunes*, co-op.
NBC 7-8 *Monitor**.

8-9 p.m.

ABC 8-8:05 *Speaking of Sports*, sust.; 8:05-8:55 No network service; 8:55-9 *Weekend News*, R. J. Reynolds, Armour & Co.
CBS 8-8:05 *Walter Cronkhite*, Hertz; 8:05-8:53:50 *Mitch Miller Show* (seg.); 8:53:50-8:55 No network service; 8:55-9 *Patti Page Show*, General Motors.
MBS 8-8:30 *Hour of Decision*, Billy Graham Evangelical Assn.; 8:30-9 *Lutheran Hour*, Lutheran Laymen's League.
NBC 8-9 *Monitor**.

9-10 p.m.

ABC 9-9:05 *Speaking of Sports*, sust.; 9:05-9:30 No network service; 9:30-9:55 *College News Conference*, sust.; 9:55-10 *News*, R. J. Reynolds, Armour & Co.
CBS 9-9:05 *CBS News**; 9:05-9:25 *World Tonight*, sust.; 9:25-9:30 *Patti Page Show*, General Motors; 9:30-10 *Face The Nation*, sust.
MBS 9-9:05 *News*, co-op; 9:05-9:30 *America's Top Tunes*, co-op; 9:30-9:35 *Frankie Frisch*, Quaker State Oil Refining Corp., Bristol-Myers; 9:35-9:45 *Virgil Pinkley-News*, sust.; 9:45-10 *Dan Smoot Show*, co-op.
NBC 9-10 *Monitor**.

10-11 p.m.

ABC 10-10:15 *Erwin Canham*, sust.; 10:15-10:30 No network service; 10:30-11 *Revival Time*, Assemblies of God.
CBS 10-10:05 *Walter Cronkite and the News*, General Motors; 10:05-10:15 *Sunday Sports Resume*, (seg.); 10:15-10:30 *Xavier Cugat Orchestra*, sust.; 10:30-11 *Church of the Air*, sust.
MBS 10-10:30 *Marian Theatre*, sust.; 10:30-10:35 *News*, America's Future; *10:35-10:45 News*, co-op; 10:45-11 *Music Beyond the Stars*, co-op.
NBC 10-10:30 *Hour of Decision*, Billy Graham Evangelistic Society (split network with *Monitor** on remainder of network); 10:30-11 *Youth Wants to Know*.

11 p.m.-Midnight

ABC 11-11:05 *Weekend News*, Armour & Co.; 11:05-11:55 No network service; 11:55-12 *Late News*, sust.
CBS 11-11:10 *CBS News*, sust.; 11:10-11:30 *David Lewinter Orchestra*, sust.; 11:30-12 *Tommy Dorsey's Orchestra*, sust.
MBS 11-11:05 *News*, co-op; 11:05-11:30 *Music Beyond the Stars*, co-op; 11:30-11:35 *News*, co-op; 11:35-12 *Music Beyond the Stars*, co-op.
NBC 11-12 *Monitor**.

Midnight-1 a.m.

ABC No network service.
CBS 12-12:05 *CBS News*, sust.
MBS 12-12:05 *News*, co-op; 12:05-12:30 *Music Beyond the Stars*, co-op; 12:30-12:35 *News*, sust.; 12:35-1 *Music Beyond the Stars*, co-op.
NBC No network service.

1-2 a.m.

ABC No network service.
CBS No network service.
MBS 1-1:05 *News*, co-op; 1:05-1:30 *Music Beyond the Stars*, co-op; 1:30-1:35 *News*, sust.; 1:35-2 *Music Beyond the Stars*, co-op.
NBC No network service.

MONDAY-FRIDAY MORNING

7-8 a.m.

ABC No network service.
CBS 7-7:05 *The Ford Road Show*, Ford Motors; 7:05-8 No network service.
MBS 7-7:05 *News*, co-op; 7:05-7:30 *America's Top Tunes*, co-op; 7:30-7:35 *Colgate Sports Reel*, Colgate-Palmolive; Camel; 7:35-8 *America's Top Tunes*, co-op.
NBC No network service.

8-9 a.m.

ABC 8-8:15 *News Around the World*, sust.; 8:15-9 No network service.
CBS 8-8:15 *CBS Radio World News Roundup*, co-op; 8:15-8:55 No network service; 8:55-9 *Ford Road Show*, Ford Motors.
MBS 8-8:15 *News*, co-op; 8:15-8:30 *America's Top Tunes*, co-op; 8:30-8:35 *Colgate Sports Reel*, Colgate-Palmolive, Camel; 8:35-9 *America's Top Tunes*, co-op.
NBC No network service.

9-10 a.m.

ABC 9-10 *Breakfast Club*, part., Campana, General Foods, Philco, American Cyanamid, Kretschmer, Bristol-Myers, Applan Way Pizza, Kitchen Art Food, Sandura, Clairol, Van Nuys Savings & Loan.
CBS 9-9:15 *CBS Radio News of America*, co-op; 9:15-9:20 *Ford Road Show*, Ford Motors; 9:20-10 No network service.
MBS 9-9:15 *News*, co-op; 9:15-9:30 *America's Top Tunes*, co-op; 9:30-9:35 *News*, Bristol-Myers, Camel, Armour; 9:35-9:40 *Woman's World*, co-op; 9:40-10 *America's Top Tunes*, co-op.
NBC 9-9:05 *News*, part.; 9:05-10 No network service.

10-11 a.m.

ABC 10-10:55 No network service; 10:55-11 *Late News*, Plough, Armour, Miller Brewing, Ex Lax.
CBS 10-11 *Arthur Godfrey Time*, Armour, Singer, Curtis Pub., General Electric, Hartz Mountain Products, Sara Lee Kitchens, Standard Brands, Knouse, Mogen-David, Niagara Therapy, Shulton, Pharma-craft.
MBS 10-10:05 *News*, co-op; 10:05-10:30 *Kate Smith*, co-op and General Electric, Nestle; 10:30-10:35 *News*, Armour & Co.; 10:35-10:40 *Bill Stern*, Colgate-Palmolive; 10:40-10:45 *Boris Karloff Presents*, co-op; 10:45-10:50 *Gaylord Hauser*, co-op; 10:50-11 *America's Top Tunes*, co-op.
NBC 10-10:05 *News*, part., 10:05-10:30 *My True Story*, part.; 10:30-11 *Don Ameche's Real Life Stories*, part.

11 a.m.-Noon

ABC 11-11:55 No network service; 11:55-12 *Late News*, Gen. Foods.
CBS 11-11:05 *CBS News,***; 11:05-11:28:50 *Whispering Streets*, General Mills and sust.; 11:30-11:45 No network service; 11:45-12 *Howard Miller Show*, Wrigley.
MBS 11-11:05 *News*, co-op; 11:05-11:30 *Kate Smith*, co-op, and General Electric, Nestle, Reader's Digest; 11:30-11:35 *News*, Armour & Co.; Ex-Lax, Nat'l L. P. Gas Council; 11:35-12 *Queen for a Day*, co-op.
NBC 11-11:05 *News*, part.; 11:05-12 *Bert Parks' Bandstand*, part.

MONDAY-FRIDAY AFTERNOON

Noon-1 p.m.

ABC 12-12:15 *Paul Harvey*, co-op; 12:15-12:20 *Sunshine Boys*, Sterling Drugs; 12:20-12:55 No network service; 12:55-1 *Late News*, General Foods.
CBS 12-12:05 *Larry Lesueur and the News*, Miles Labs.; 12:05-12:15 *Peter Lind Hayes and Mary Healy*, Staley; 12:15-12:28:50 *Backstage Wife*, Bristol-Myers, Colgate-Palmolive, General Mills; Hearst, Tetley Tea, Sterling Drug; 12:30-12:45 *Romance of Helen Trent*, Bristol-Myers, Hearst, Beech-nut, General Mills; 12:45-12:58:50 *Our Gal Sunday*, Bristol-Myers, Colgate-Palmolive, General Mills, Sterling Drug, Hearst, Tetley Tea.
MBS 12-12:05 *News*, co-op; 12:05-12:15 *America's Top Tunes*, co-op; 12:15-12:30 *The Answer Man*, co-op and Hudson Vitamins; 12-30-12:35 *News*, Helene Seager, Grey Industries, Armour & Co.; 12-35-1 No network service.
NBC 12-12:05 *News*, part.; 12:05-1 No network service.

1-2 p.m.

ABC 1-1:55 No network service; 1:55-2 *Late News*, Miller, Ex Lax, Armour, General Foods.
CBS 1-1:15 *This Is Nora Drake*, Beech-nut, Bristol-Myers, General Mills, Hearst; 1:15-1:30 *Ma Perkins*, American Home Foods, Gen. Mills, Bristol-Myers, Tetley Tea, Hearst; 1:30-1:43:50 *Young Dr. Malone*, American Home Foods, Beech-nut, Bristol-Myers, Sterling, Colgate-Palmolive, General Mills; 1:45-2 *The Road of Life*, General Mills, Hearst.
MBS 1-1:15 *News*, co-op; 1:15-1:30 *America's Top Tunes*, co-op; 1:30-1:35 *News*, Hudson Vitamins, Lehigh Acres, Ex-Lax; 1:35-1:50 *America's Top Tunes* co-op; 1:50-2 *Warmup*, sust.
NBC 1-1:05 *News*, part.; 1:05-2 No network service.

2-3 p.m.

ABC 2-2:55 No network service; 2:55-3 *Late News*, Miller, Armour & Co., General Foods.
CBS 2-2:05 *CBS News***; 2:05-2:15 *The Right To Happiness*. General Mills; 2:15-2:30 *Second Mrs. Burton*, Hearst, Tetley Tea, Colgate-Palmolive, General Mills; 2:30-2:45 *The Couple Next Door*, Beech-nut; 2:45-3 *Just Entertainment with Pat Butram*, Wrigley.
MBS 2-4:30 *Game of the Day* and *Wrapup*. sust.; 2-2:05 *News*, co-op; 2:30-2:35 *News*, Armour, Ex-Lax.
NBC 2-2:05 *News*, part.; 2:05-2:30 *True Confessions*, part.; 2:30-2:45 *One Man's Family*, part.; 2:45-3 *The Affairs of Dr. Gentry*, part.

3-4 p.m.

ABC 3-3:55 No network service; 3:55-4 *Late News*, Miller, Armour & Co., General Foods.
CBS 3-3:30 *Houseparty*, Carnation, Chun King, General Electric and others; 3:30-3:50 *Ford Road Show*, Ford Motors; 3:50-4 No network service.
MBS 3-3:05 *News*, co-op; 3:30-3:35 *News*, Armour; and *Game of the Day* (cont.)
NBC 3-3:05 *News*, part.; 3:05-3:30 *Five Star Matinee*, part.; 3:30-3:45 *Woman in My House*, part.; 3:45-4 *Pepper Young's Family*, part.

4-5 p.m.

ABC 4-4:55 No network service; 4:55-5 *Late News*, sust.
CBS 4-4:30 No network service; 4:30-4:45 Closed Circuit; 4:45-4:55 No network service; 4:55-5 *CBS News*, sust.
MBS 4-4:05 *News*, co-op; 4:30-4:35 *News*, Ex-Lax; 4:35-4:45 No network service; 4:45-5 *America's Top Tunes*, co-op.
NBC 4-4:05 *News*, part.; 4:05-4:55 No network service; 4:55-5 *R. Harkness*, Ralston-Purina.

5-6 p.m.

ABC 5-5:55 No network service; 5:55-6 *Late News*, sust.
CBS 5-5:05 No network service; 5:05-5:20 *Ford Road Show*, Ford; 5:20-5:30 No network service; 5:30-5:45 (Fri.) *UN On the Record*, sust.; 5:45-6 No network service.
MBS 5-5:05 *News*, co-op; 5:05-5:30 *America's Top Tunes*, co-op; 5:30-5:35 *News*, Nestle, Bristol-Myers, Ex-Lax; Armour; 5:35-5:45 No network service; 5:45-6 *America's Top Tunes*, co-op.
NBC 5-5:05 *News*, part.; 5:05-6 No network service.

MONDAY-FRIDAY EVENING

6-7 p.m.

ABC 6-6:15 No network service; 6-15-6:30 *Quincy Howe*, sust.; 6:30-6:40 *Paul Harvey*, Midas, R. J. Reynolds; 6:45-6:50 *Late Sports*, sust.; 6:50-7 No network service.
CBS 6-6:05 *Allan Jackson and the News*, sust.; 6:05-6:20 *Ford Road Show*, Ford Motors; 6:20-6:45 No network service; 6:45-7 *Lowell Thomas*, Delco.
MBS 6-6:05 *News*, co-op; 6:05-6:30 *America's Top Tunes*, co-op; 6:30-6:35 *News*, Nestle, Camel, Armour & Co.; 6:35-7 *America's Top Tunes*, co-op.
NBC 6-6:05 *News*, part.; 6:05-6:45 No network service; 6:45-7 *Three Star Extra*, Sun Oil Co. & co-op.

7-8 p.m.

ABC 7-7:15 *Edward P. Morgan*, AFL-CIO; 7:15-7:55 No network service; 7:55-8 *Late News*, Miller, Armour & Co.
CBS 7-7:05 *Sports Time with Phil Rizzuto*, Barbasol and R. J. Reynolds; 7:05-7:30 *Amos 'n' Andy Music Hall*, General Mills (seg.); 7:30-7:35 *Business News with Walter Cronkite*, Hertz; 7:35-7:45 *Answer Please* (seg.); 7:45-8 *Edward R. Murrow*, Ford.
MBS 7-7:15 *Fulton Lewis Jr.*, co-op; 7:15-7:30 *Assignment People*, sust.; 7:30-7:35 *News*, GMC Truck & Coach, Hudson Vitamins, Lehigh Acres; 7:35-8 (Mon.) *Reporter's Roundup*, co-op; (Tues.) *The Army Hour*, sust.; (Wed.) *Family Theatre*, sust.; (Thurs.) *By The People*, sust.; (Fri.) *Lombardoland, U. S. A.*, sust.
NBC 7-7:05 *News*, part.; 7:05-7:15 No network service; 7:15-7:30 *Alex Dreier*, co-op; 7:30-7:45 *News of the World*, part.; 7:45-8 *Life and the World*, part.

8-9 p.m.

ABC 8-8:25 No network service; 8:25-8:30 *Late News, sust.*; 8:30-8:55 No network service; 8:55-9 *Late News*, sust.
CBS 8-8:30 (Mon.) *Robert Q. Lewis Show*, Clairol, Comstock Foods, Cowles Mag., Campana Sales, General Mills, Kendall, Plough, Dumas Milner Products; 8-8:25 (Tues.-Fri.) *Robt. Q. Lewis*, same participants; 8:25-8:30 (Tues.-Fri.) *Patti Page Show* General Motors; 8:30-8:35 *CBS News***; *8:35-9* (Mon. & Tues.) To Be Announced; 8:35-9 (Wed.) *Summer in St. Louis*, sust.; (Thurs.) *Stuart Foster Show*, sust.; (Fri.) *The Light Touch*, sust..
MBS 8-8:05 *News*, co-op; 8:05-8:30 *The World Today*, Hudson Vitamins, Ex-Lax; 8:30-8:35 *Bill Stern*, Nestle, Armour & Co., Bristol-Myers; 8:30-9 *Capital Assignment*, co-op.
NBC 8-8:05 *News*, part.; 8:05-8:30 (Mon.) *You Bet Your Life*, part.; (Tues.) *Nightline*, part.; (Wed.) *People Are Funny*, part.; (Thurs.) *Nightline*, part.; (Fri.) *Monitor**; 8:30-9 (Mon.-Thurs.) *Nightline*, part.; (Fri.) *Monitor**.

9-10 p.m.

ABC 9-9:05 *Vernon M. Spivey*, sust.; 9-9:55 No network service; 9:55-10 *People in the News*, Miller, Armour & Co.
CBS 9-9:05 *CBS News*, sust.; 9:05-9:25 *The World Tonight*, (seg.); 9:25-9:30 *News Analysis with Eric Sevareid***; 9:30-10 (Mon.) *Capital Cloakroom*, sust.; (Tues.) *The Last Word*, sust.; (Wed.) *The Leading Question*, sust.; (Thurs.) Dance Orch. sust.; (Fri.) Dance Orchestra, sust.
MBS 9-9:05 *News*, co-op; 9:05-9:15 *UN Radio Review*, sust.; 9:15-9:35 *Music Beyond the Stars*, co-op; 9:30-9:35 *News*, Lehigh Acres, Nestle Co., Armour & Co.; 9:35-10 *Music Beyond the Stars*, co-op.
NBC 9-10 (Mon.-Thurs.) *Nightline*, part.; (Fri.) *Monitor**.

10-11 p.m.

ABC 10-10:05 *John W. Vandercook*, AFL-CIO; 10:05-10:55 No network service; 10:55-11 *Late News*, sust.
CBS 10-10:05 *News*, General Motors; 10:05-11 *Dance Orchestra*, sust.
MBS 10-10:05 *News*, co-op; 10:05-10:30 *Music Beyond the Stars*, co-op; 10:30-10:35 *News*, Nestle, Armour; 10:35-11 *Music Beyond the Stars*, co-op.
NBC 10-10:05 (Mon.-Thurs.) *News*, part.; 10:05-10:30 (Mon.) *Classical Music for People Who Hate Classical Music*, sust.; (Tues.) *Treasury of Music*, sust.; (Wed.) *At the UN with Pauline Frederick*, sust.; (Thurs.) *Family Living*, sust.; 10-10:30 (Fri.) *Boxing*, Gillette; 10:30-10:45 (Mon.-Thurs.) *News of the World*, repeat, part.; 10:45-11 (Mon.-Thurs.) *Life and the World*, rpt. part.; 10:30-11 (Fri.) *Sports Highlights*, part.

11-p.m.-Midnight

ABC 11-11:55 No network service; 11:55-12 *Late News*, sust.; 12-2 No network service.
CBS 11-11:10 *CBS News*, sust.; 11:10-12 *Dance Orchestra*, sust.
MBS 11-11:05 *News*, co-op on Tues., and sust.; 11:05-11:30 *Music Beyond the Stars*, co-op; 11:30-11:35 *News*, co-op Mon. and Quaker State (Fri.); 11:35-12 *Music Beyond the Stars*, co-op.
NBC 11-11:05 *News*, part.; 11:05-12 No network service.

Midnight-1 a.m.

ABC No network service.
CBS 12-12:05 *CBS News*, sust.
MBS 12-12:05 *News*, co-op; 12:05-12:30 *Music Beyond the Stars*, co-op; 12:30-12:35 *News*, sust.; 12:35-1 *Music Beyond the Stars*, co-op.
NBC No network service.

1-2 a.m.

ABC No network service.
CBS No network service.
MBS 1-1:05 *News*, co-op; 1:05-1:30 *Music Beyond the Stars*, co-op; 1:30-1:35 *News*, sust.; 1:35-2 *Music Beyond the Stars*, co-op.
NBC No network service.

SATURDAY MORNING

7-8 a.m.

ABC No network service.
CBS No network service.
MBS 7-7:05 *News*, co-op; 7:05-7:30 *America's Top Tunes*, co-op; 7:30-7:35 *News*, R. J. Reynolds, Armour & Co.; 7:35-8 *America's Top Tunes*, co-op.
NBC No network service.

8-9 a.m.

ABC 8-8:05 *News Around the World*, sust.; 8:05-8:55 No network service; 8:55-9 *Weekend News*, R. J. Reynolds.
CBS 8-8:15 *CBS Radio World News Roundup*, co-op; 8:15-9 No network service.
MBS 8-8:05 *News*, co-op; 8:05-8:30 *America's Top Tunes*, co-op; 8:30-8:35 *News*, R. J. Reynolds, Armour & Co.; 8:35-9 *America's Top Tunes*, co-op.
NBC No network service.

9-10 a.m.

ABC 9-9:55 No network service; 9:55-10 *Weekend News*, R. J. Reynolds.
CBS 9-9:15 *CBS Radio News of America*, co-op; 9:15-9:30 *Man Around the House*, (seg.); 9:30-9:45 *CBS Radio Farm News*, (seg.); 9:45-10 *Garden Gate*, (seg.).
MBS 9-9:05 *News*, co-op; 9:05-9:30 *America's Top Tunes*, co-op; 9:30-9:35 *News*, Camels, Nestle; 9:35-10 *America's Top Tunes*, co-op.
NBC 9-9:05 *News*, part.; 9:05-10 *Monitor*.*

10 11 a.m.

ABC 10-10:55 No network service; 10:55-11 *Weekend News*, R. J. Reynolds, General Mills.
CBS 10-10:05 *Allan Jackson & The News*, Chevrolet; 10:05-11 *Galen Drake Show* (seg.), Clairol Kendall Co., General Mills, Ex-Lax.
MBS 10-10:05 *News*, co-op; 10:05-10:30 *America's Top Tunes*, co-op; 10:30-10:35 *News*, Camel, Nestle; 10:35-11 *America's Top Tunes*, co-op.
NBC 10-11 *Monitor**.

11 a.m. Noon

ABC 11-11:55 No network service; 11:55-12 *Weekend News*, R. J. Reynolds, General Mills.
CBS 11-11:05 *Allan Jackson & The News*, Chevrolet; 11:05-11:55 *Robert Q. Lewis Show*, (seg.); 11:55-12 *Business News with Bill Downs*, Hertz.
MBS 11-11:05 *News*, co-op; 11:05-11:30 *America's Top Tunes*, co-op; 11:30-11:35 *News*, National L. P. Gas Council, Ex-Lax; 11:35-12 *America's Top Tunes*, co-op.
NBC 11-12 *Monitor**.

SATURDAY AFTERNOON

Noon-1 p.m.

ABC 12-12:30 *The Navy Hour*, sust.; 12:30-12:55 *The American Farmer*, sust.; 12:55-1 *Weekend News*, R. J. Reynolds, General Mills.
CBS 12-12:05 *Allan Jackson & The News*, Chevrolet; 12:05-12:28:50 *Amos 'n' Andy*, Ex-Lax, McFadden Publications, Kendall Co., No Doz; 12:30-12:53 *Gunsmoke*, (seg.); 12:55-1 *Business News with Bill Downs*, Hertz.
MBS 12-12:05 *News*, co-op; 12:05-12:30 *Wheel of Chance*, co-op; 12:30-12:35 *Frankie Frisch*, Quaker State Oil Refining Corp., Camels; 12:35-1 *Wheel of Chance*, sust.
NBC 12-12:25 *Farm and Home Hour*, Allis-Chalmers (limited network only, remainder of stations available are sust.); 12:25-12:30 *Alex Dreier*, part. (split network with *Monitor**); 12:30-1 *Red Foley*, Dow Chemical, (split network with *Monitor**).

1-2 p.m.

ABC 1-1:05 *Speaking of Sports*, sust.; 1:05-1:30 *Andy Reynolds Ranch Boys*, sust.; 1:30-1:55 *Shake the Maracas*, sust.; 1:55-2 *Weekend News*, R. J. Reynolds, General Mills.
CBS 1-1:05 *Allan Jackson & The News*, Chevrolet; 1:05-1:28:50 *City Hospital*, Ex-Lax (seg.); 1:30-1:44 *Adventures in Science*, sust.; 1:45-2 *Entertainment U. S. A.*, sust.
MBS 1-1:05 *News*, co-op; 1:05-1:15 No network service; 1:15-1:30 *Mary Margaret McBride*, sust.; 1:30-1:35 *News*, Nestle, Camels; 1:35-1:50 *America's Top Tunes*, sust.; 1:50-2 *Warmup*, sust.
NBC 1-2 *Monitor**.

2-3 p.m.

ABC 2-2:55 No network service; 2:55-3 *Weekend News*, General Mills, R. J. Reynolds.
CBS 2-2:05 *Allan Jackson & The News*, Chevrolet; 2:05-2:30 *Vincent Lopez Orch.*, sust.; 2:30-2:35 *CBS News* (seg.); 2:35-3 *Chuck Foster's Orch.* (seg.).
MBS 2-conclusion, *Game of the Day*, Quaker State Oil Refining Corp.; 2-2:05 *News*, co-op; 2:30-2:35 *News*, Nestle, Bristol-Myers, Armour.
NBC 2-3 *Monitor**.

3-4 p.m.

ABC 3-3:55 No network service; 3:55-4 *Weekend News*, R. J. Reynolds.
CBS 3-3:05 *Allan Jackson & The News*, Chevrolet; 3:05-3:30 *Freddy Martin Orch.* sust.; 3:30-4 *String Serenade*, sust.
MBS 3-3:05 *News*, co-op; 3:30-3:35 *News*, Nestle, Bristol-Myers, Armour; and *Game of Day*, cont.
NBC 3-4 *Monitor**.

4-5 p.m.

ABC 4-4:55 No network service; 4:55-5 *Weekend News*, R. J. Reynolds.
CBS 4-4:05 *Allan Jackson & the News*, Chevrolet; 4:05-4:30 *New Orleans Jazz Band Ball*, sust.; 4:30-5 *U. S. Army Show*, sust.
MBS 4-4:05 *News*, co-op; 4:30-4:35 *News*, Bristol-Myers, 4:35-5 *America's Top Tunes*, co-op.
NBC 4-5 *Monitor**.

5-6 p.m.

ABC 5-5:30 No network service; 5:30-5:35 *Speaking of Sports*, sust.; 5:35-5:55 No network service; 5:55-6 *Weekend News*, R. J. Reynolds, General Mills.
CBS 5-5:05 *The Ford Road Show*, Ford Motor, Corp.; 5:05-5:10 *CBS News*, sust.; 5:10-5:30 *Dance Orchestra*, sust.; 5:30-5:55 *Ralph Marterie's Orch.*, sust.; 5:55-6 *The Ford Road Show*, Ford Motor, Corp.
MBS 5-5:05 *News*, co-op; 5:05-5:30 *America's Top Tunes*, co-op; 5:30-5:35 *Frankie Frisch*, Quaker State Oil Refining Corp., Bristol-Myers; 5:35-6 *America's Top Tunes*, co-op.
NBC 5-6 *Monitor**.

SATURDAY EVENING

6-7 p.m.

ABC 6-6:30 No network service; 6:30-6:35 *Speaking of Sports*, sust.; 6:35-6:55 No network service; 6:55-7 *Weekend News*, R. J. Reynolds, General Mills.
CBS 6-6:05 *CBS News*, sust.; 6:05-6:30 *Jazz Central*, sust.; 6:30-6:55 *Saturday at the Chase*, sust.; 6:55-7 *CBS News*, sust.
MBS 6-6:05 *News*, co-op; 6:05-6:15 *America's Top Tunes*, co-op; 6:15-6:30 *Viewpoint*, sust.; 6:30-6:35 *News*, National L. P. Gas Council, Camels; 6:35-7 *America's Top Tunes*, co-op.
NBC 6-7 *Monitor**.

7-8 p.m.

ABC 7-7:30 *At Ease*, sust.; 7:30-7:35 *Speaking of Sports*, sust.; 7:35-7:55 No network service; 7:55-8 *Weekend News*, R. J. Reynolds, Armour.
CBS 7-7:05 *Sports Time With Phil Rizzuto***; 7:05-7:30 *Upbeat Saturday Night With Jim Lowe*, sust.; 7:30-7:35 *The Patti Page Show*, General Motors; 7:35-8 *Louisiana Hayride*, sust.
MBS 7-7:05 *News*, co-op; 7:05-7:30 *Hawaii Calls*, sust.; 7:30-8 *Word of Life Hour*, Word of Life.
NBC 7-8 *Monitor**.

8-9 p.m.

ABC 8-8:30 *Vincent Lopez*, sust.; 8:30-8:55 No network service; 8:55-9 *Weekend News*, R. J. Reynolds, Armour & Co.
CBS 8-8:05 *CBS News*, sust.; 8:05-8:30 *Saturday Night Country Style*, (seg.); 8:30-8:35 *CBS News*, sust.; 8:35-8:45 *Jam Session*, sust.; 8:45-9 *Saturday Sports Resume* (seg.).
MBS 8-8:05 *News*, co-op; 8:05-8:30 *Bandstand, U. S. A.*, co-op; 8:30-8:35 *Frankie Frisch*, Quaker State Oil Refining Corp., Bristol-Myers; 8:35-9 *Bandstand, U. S. A.*, co-op.
NBC 8-9 *Monitor**.

9-10 p.m.

ABC 9-9:05 *Vernon M. Spivey*, sust.; 9:05-9:30 *Lawrence Welk's Army Show*, sust.; 9:30-9:35 *Speaking of Sports*, sust.; 9:35-9:55 No network service; 9:55-10 *Weekend News*, R. J. Reynolds, Armour & Co.
CBS 9-9:05 *CBS News***; 9:05-9:30 *The World Tonight*, (seg.); 9:30-10 *Entertainment U. S. A.*, sust.
MBS 9-9:05 *News*, co-op; 9:05-9:30 *Bandstand, U. S. A.*, co-op; 9:30-9:35 *News*, Bristol-Myers; 9:35-10 *Bandstand, U. S. A.*, sust.
NBC 9-9:30 *Monitor**; 9:30-10 *Grand Ole Opry*, R. J. Reynolds.

10-11 p.m.

ABC 10-10:30 No network service; 10:30-10:35 *Speaking of Sports*, sust.; 10:35-10:55 No network service; 10:55-11 *Weekend News*, R. J. Reynolds, Armour & Co.
CBS 10-10:05 *Wells Church & the News*, General Motors; 10:05-10:30 *Ralph Marterie's Orch.*, sust.; 10:30-11 *Lenny Herman Orch.*, sust.
MBS 10-10:05 *News*, co-op; 10:05-10:30 *Music Beyond the Stars*, co-op; 10:30-10:35 *News*, National L. P. Gas Council, Bristol-Myers; 10:35-11 *Music Beyond the Stars*, co-op.
NBC 10-11 *Monitor**.

11 p.m. Midnight

ABC 11-11:55 No network service; 11:55-12 *Weekend News*, sust.
CBS 11-11:10 *CBS News*, sust.; 11:10-11:30 *Xavier Cugat Orch.*, sust.; 11:30-12 *David Lewinter Orch.*, sust.
MBS 11-11:05 *News*, co-op; 11:05-11:30 *Music Beyond the Stars*, co-op; 11:30-11:35 *News*, Quaker State Oil Refining Corp.; 11:35-12 *Music Beyond the Stars*, co-op.
NBC 11-11:30 *Monitor**; 11:30-12 No network service.

Midnight-1 a.m.

ABC No network service.
CBS 12-12:05 *CBS News*, sust.; 12:05-1 No network service.
MBS 12-12:05 *News*, co-op; 12:05-12:30 *Music Beyond the Stars;* co-op; 12:30-12:35 *News*, sust.; 12:35-1 *Music Beyond the Stars*, co-op.
NBC No network service.

1-2 a.m.

MBS No network service.
CBS No network service.
MBS 1-1:05 *News*, co-op; 1:05-1:30 *Music Beyond the Stars*, co-op; 1:30-1:35 *News*, co-op; 1:35-2 *Music Beyond the Stars*, co-op.
NBC No network service.

*** Note:** *Monitor* **is sold to various participating advertisers. On the hour** *News* **is sponsored by several advertisers at the following times: 10 & 11 a.m., 3-11 p.m. Remaining** *News* **periods are sustaining.**

**** CBS News, participants, at various times and days, include: Gen. Foods, Gen. Motors, Chevrolet, GMC Trucks (Farm Newscasts) Hertz, Miles Labs, P. Lorillard, Philip Morris.**

"Live" all summer long

U.S. STEEL HOUR

PRODUCED BY THE THEATRE GUILD

TV entertainment remains at its best all summer long on the United States Steel Hour, with outstanding stories and top stars, including Farley Granger, Richard Kiley, Robert Culp, Gloria Vanderbilt, James Daly, Leora Dana, Betsy Palmer.

from **HARRY K. RENFRO,** *radio-tv director, D'Arcy Advertising Co., St. Louis*

Country and western consumer: Forgotten man in jingle market

Country and western musical commercials: Why?

Because if you have a product to sell that has rural distribution . . . one that might enjoy tremendous development if its sales message could get across to those areas . . . country and western music just might be able to do the job for you!

Sophisticated, snob-appeal commercials have about as much effect on the rural market as a perfume ad in *Motor Age*. You say, "Wait a minute, Renfro . . . my singing commercial isn't snobbish!" Maybe you don't think so—but, by the standards of the rural market, your "coast-to-coast" musical commercial is as urban as 42nd and Broadway.

Don't get me wrong—rural markets don't have to be treated like some kind of foreign country—nor should they be regarded as areas populated by clods. Far from it—they're as normal as any other section of the country—with their share of intelligence, and then some!

The important thing to remember about people in the rural market is this: They'll warm up to—and, probably, buy—those products which have obviously tried to tailor their commercial messages to the rural taste!

One way to do this tailoring job—and, it seems to me, the most effective way—is the creation of musical commercials in the country or western idiom.

People in rural areas are great fans of music—their own kind of music, remember. One index of this fact is the sale of country and western phonograph records. Artists like Johnny Cash and Marty Robbins sell as many if not more records than the top stars in the pop field. Lots of country and western performers who have "big" records are people of whom you've possibly never heard.

This long list of accepted performers is probably why one-third of all records sold in the United States are of the country and western type. Last year there were more than 30 million country and western records sold and about two million copies of sheet music. This tremendous popularity of country and western music has made Nashville, Tenn., the hub of this culture and as a result it has become the third largest recording center in the nation.

To further point up the impact of this type of music it is interesting to note that there are some 2,000 disc jockeys around the country who specialize in country and western programming. This in itself indicates an audience that appreciates and understands real country and western music.

Television—at one time thought to be big-city "property"—has become an important force in the spread of the popularity of country and western music. Some of the hottest shows on the air right now stem from such unlikely places as Springfield, Mo., and Nashville. Did you ever watch *Ozark Jubilee* or *Grand Ole Opry* and not be impressed at the enthusiasm of the entertainers *and* the audience?

"Okay," you say, "I'll buy the idea that this country and western musical commercial bit is the cat's whiskers—how do you go about it?" I believe the most important step—and the first one, of course—is the creation of words and music which give the selling points of your product in an entertaining way. (I won't get into the discussion about original music versus parodies—that's another story.)

Saying you should write the song first might sound as obvious as my coming out against sin. But I make this statement to make it clear that I'm against slapping some words and music together and depending on a lush arrangement to take you home. You can get away with that when all you want to do is entertain . . . not when you want to sell!

The arrangement is the second step. There are lots of capable guys (and gals) in the music business who know the rural taste—and know how to put it into musical figures. Talent? You might want to use a big star in the country and western field. But the beauty of this type of music is that you don't have to! It's such definitive music that even a modest budget will get a "classically rural" treatment.

Interpretation is everything in the recording of such commercials—frequently, the choice of just the right guitar player might make the difference between authenticity and something that sounds "hooked-up". Your best bet is to take the basic melody and lyrics to a studio which specializes in this type of commercial. Practically every major recording company records in Nashville, for instance. They might not have their own studio there, but they know the Tennessee city is a mecca for top arrangers and musicians in the country and western field.

Your product, of course, will determine the times you use . . . and the ability and experience of your radio-tv group will determine the stations you use. Select your starting date—work out some aggressive merchandising support—and you should be on your way to a most rewarding campaign!

If you'll excuse a personal reference, my company has had quite a bit of experience in this field on behalf of Budweiser beer. I don't have the room here to go into the mechanics of our particular operation (actually, they pretty well follow what I've said here). Here's the point: country and western music has done a ding-dong job for Budweiser—in terms of product acceptance, distribution and sales—in a lot of rural markets which had hardly been tapped before we started our specialized campaign. We're sold on its value—and so is Anheuser-Busch!

Take a good look at country and western music. It's not the panacea for all your rural marketing problems . . . but it might be a darn good rubdown!

Harry K. Renfro, b. March 19, 1915, St. Louis. Grade and high schools there, St. Louis and Washington universities. Landed first radio job at 18 at WEW St. Louis as announcer; moved in 1938 to KXOK St. Louis. Decorated combat veteran of World War II and Korea; rose from ranks to Marine major. Returned to KXOK in 1952 and, with Dancer-Fitzerald-Sample, helped organize Falstaff-St. Louis Browns baseball network. Joined D'Arcy in 1953 as contact man for Anheuser-Busch on Budweiser-Cardinals regional radio network and tv; he became radio-tv director in 1955.

Ending the Pay-off Racket

OUR hat's off to Comr. Fred W. Ford in prevailing upon his FCC colleagues to take affirmative steps to end the era of "pay-offs" and strike applications in broadcasting.

Mr. Ford's proposed amendments to the FCC rules will outlaw situations wherein an applicant, in order to survive, pays off other applicants for the same facility. While there have been some legitimate merging of interests which, in fact, were encouraged by the FCC after the lifting of the television freeze in 1952 to get needed additional tv service, the great majority amounted to shake-downs approaching blackmail.

The condition has developed to the point where there now appears to be at least one strike applicant for every legitimate application, not only in tv, but in am radio, too. By withdrawing the "protection" against new competing applications once a case is in hearing status, the FCC would terminate what has become an obvious racket, practiced in the open and actually legalized under existing rules.

There, of course, can be legitimate drop-outs, even after adoption of the Ford proposal. FCC's procedures permit waiver of any rule under appropriate circumstances. Thus, if there is a situation wherein an applicant changes his mind and agrees to withdraw if reimbursed for his actual, legitimate, out-of-pocket expense, it is presumed that upon proper showing, the FCC would grant the waiver. But, under the proposed rules, there could be no shenanigans.

The Ford proposal will prevail. Honest broadcasters and practitioners applaud it. Others, if any, wouldn't dare oppose it.

Doerfer's First Year

LAST week John C. Doerfer observed his first anniversary as chairman of the FCC. It has been a nightmare of a year. It was his lot to carry the burden of the FCC's hearing before the House Legislative Oversight Subcommittee—a proceeding that forced the resignation of one commissioner and made a shambles of FCC morale. He has been on the firing line before other committees of Congress on allocations, pay-tv, community antennas, appropriations and other issues and has spent more time in preparing and testifying before these committees than he has on his job downtown.

For the moment, the Oversight Committee—happily for the FCC—is stalking bigger game in pursuing the Adams-Goldfine influence allegations. But the FCC hasn't been able to go back to work full-time, and there has been no respite for its overburdened chairman, who has traveled up and down Pennsylvania Ave. to testify on allocations-deintermixture and related matters before the Senate Commerce Committee.

As an FCC member for four years prior to his assumption of the chairmanship, Mr. Doerfer knew the problems and the intrigues. But then he was only one of seven members. As chairman, he inherited a collection of unfinished controversial business that would have defied the wisdom of a Solomon. But before he could even get his agenda developed, he collided headlong with the then Moulder-Schwartz inquiry into purported influence peddling and expense account jimmying.

The Adams-Goldfine developments have made the FCC expose an amateur affair. Despite the bitterness, the unfairness and the anguish, there have been indirect results that could be beneficial. The day of snap judgments on the part of commissioners in adversary cases is ended. The pressures that admittedly have been exerted on the FCC from high places have declined—for the moment. The fixer has lost his status.

The complexion of the FCC has changed markedly in the past year. There is no clear-cut demarcation on all contested issues. But, by the same token, there's no follow-the-leader along party lines, either.

On the thorny issue of deintermixture, there does appear to be a clean division. Favoring the establishment on uhf "islands," particularly where there is only one vhf in a given market, are Comrs. Hyde, Bartley, Lee and Ford. Those who evidently have

Drawn for BROADCASTING by Sid Hix

These sales hands really know their product.

despaired of uhf in markets even having one vhf are Chairman Doerfer, Craven and Cross. That's the way it has appeared in the last few weeks. Whether the line-up will shift when the Commission gets down to individual cases is something else again.

The first year has been the hardest for Chairman Doerfer. As he embarks upon his second in the chairmanship, the outlook is far from rosy. Every important issue is controversial, and every controversy seems to goad some committee of Congress into conducting a new investigation.

The big problem is and, since 1952, has been the question of tv allocations. But the Commission can't give its undivided attention to it or to any other single issue. Unfinished business in broadcasting alone includes the network study and the related matters of network licensing, multiple ownership, option time, must-buys. Then there's the aged clear channel case, daytime stations, pay-tv, regulation of community antennas and the scope and depth of editorializing, to name only a few.

It is to be hoped that during the next year, Chairman Doerfer will be given the chance by Congress to get on with the FCC's work. The job can't be done if the FCC is to spend half of its time testifying before Congressional committees and much of the other in preparing its testimony.

Big and Getting Bigger

THE NAB board took a notable step at its recent meeting to ease the agonies of its annual convention by chopping one day (Thursday) off the program. However, it only partly succeeded in solving the main logistics problem—hopping around the official meeting, exhibit and business spots.

Whereas film, transcription and other service exhibitors have been bunched in the past, the new convention format starting in 1959 will scatter these delegations all up and down and around the endless corridors of the Conrad Hilton's 26 floors.

The catch in the board's decision to limit service exhibitors to noncommercial hospitality suites lies in the lack of choice suites, even in the world's largest hotel. Some exhibitors may decide to set up shop elsewhere in Chicago's Loop, where they can brighten their quarters with pretty girls and the other trappings of the fast-growing program service industry.

In deciding to have wide-open assemblies some of the time and business sessions for management-ownership delegates at other times, the board will attain its goal of keeping low-echelon convention-goers and vendors out of the high-level discussions. It won't attain the original board objective announced last winter—smaller and simpler conventions.

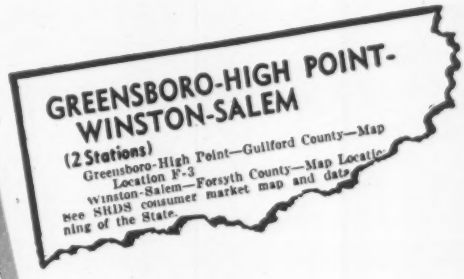
The board realistically decided that after all broadcasting is a big business and those who do business with broadcasters are entitled to participate in the conventions. There's nothing wrong with bigness, even at conventions.

wfmy-tv

dominates North Carolina's

INTERURBIA

The Largest Metropolitan Market
In the Two Carolinas



GREENSBORO

WINSTON-SALEM

HIGH POINT

Get full coverage of this great metropolitan market plus the entire Industrial Piedmont with WFMY-TV. *See your* H R P *man today.*

- ✓ 54 Prosperous Counties
- ✓ 2.2 Million Population
- ✓ $2.9 Billion Market
- ✓ $2.1 Billion Retail Sales

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